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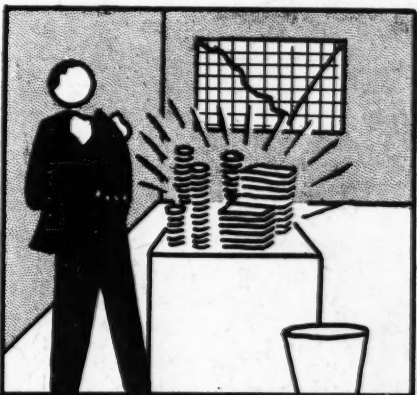
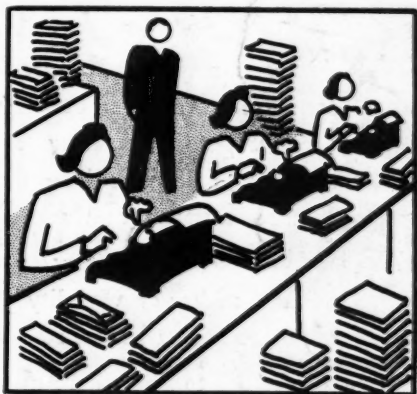
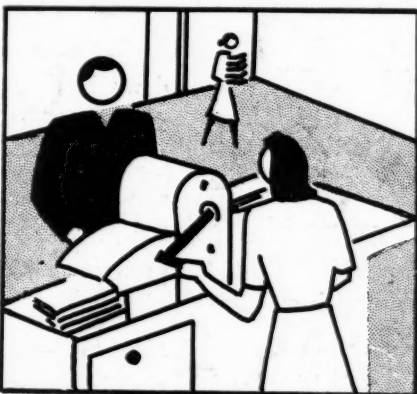
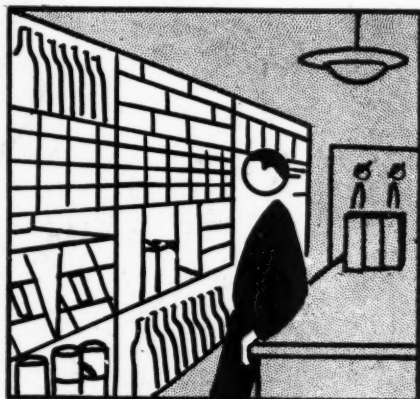
The REPORTER

of Direct Mail Advertising

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DETROIT



PICTOGRAPH CORPORATION

What we learned about Direct Mail results during November 1940

(SEE PAGE 4)

IN names WE TRUST

When Antonio Stradivarius built a violin it had that deep, full-throated tone like nothing else on earth.

When the imitators in Cremona (they had them there, too) built their violins they didn't have what the Stradivarius had. Stradivarius became the violin name you could trust.



Whether it's a camera, an automobile, a watch, or a can of soup, almost everything we build in America bears a name.

Honest products bear good, honest names.

* * *

Shakespeare, some three hundred years ago, recognized the value of Good Names.

* * *

Factories may burn, sales offices may move, personnel may change, but the Good Name of a product goes on and on as long as it remains above reproach; as long as it stands for what somebody wants; and as long as its maker isn't caught back on his heels.

The maker of a quality product with an honest name has an honest responsibility.

He has to stay where people can find him and

build to the standard people expect. He has to live up to his name.

On the other side of the fence is the manufacturer who is in business to "sell it for less." He has no name to live up to. He has only price to cut down to.

He recognizes no obligation of service.

He feels no challenge of improvement.

We believe the people of this country deep down in their hearts love, honor and prefer the Honest Names in American Business for the quality they represent. They may experiment for a while, but sooner or later they come back to knock at the door they know—to ask for the product they can depend on.

When a salesman says, "*It's just as good as something else*"—better have a look at that "*something else*" before you put your money on the counter.



The Mimeograph name is the treasured possession of this company, because it represents the pioneer and leader in the field of stencil duplication, now so essential to all forms of American business, schools, institutions, and government.

Engineers, designers and specialized workmen constantly are thinking, inventing and perfecting improvements in products so that the Mimeograph name will stand for more efficiency and service as the years roll by.

It is a generally accepted fact that Mimeograph duplicators last longer and that Mimeograph stencil sheets and inks turn out cleaner, more legible work at lower cost and in shorter time.

How long has it been since the duplicating problems in your business have been analyzed? We can help you. There are experts in every leading city ready to make a modern, no-cost, no-obligation survey of your needs. May we have that opportunity soon?

Mimeograph duplicator

Mimeograph is the trade-mark of A. B. Dick Company, Chicago, registered in the U.S. Patent Office

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REPORTORIAL:

PERHAPS you should handle this issue of THE REPORTER more carefully than usual. There is considerable "verbal dynamite" packed between the covers. If this dynamite explodes in the right places . . . we'll count the work of the past month worth while.

K. E. Ettinger of Pictograph Corporation supplied us with the symbolical, wordless story on the cover to illustrate the explosion which starts on page 4. The myth that "only 2% of people" read Direct Mail has been floating around these many years . . . so we decided to blast it with a bang at a time when annual, budget-fixing arguments are raging. The sappy story by Weare Holbrook in "This Week" provided a timely hook on which to hang our case. Do "people" read Direct Mail? How many people read Direct Mail? The survey report starting on page 4 should answer the questions . . . once and for all.

After you have digested the statistical article, you will discover that the remainder of this issue reflects our current interest in digging for facts. For those liking humor . . . that chart by Jack Fullen on page eleven should provide an idea stimulator. Don't miss Sam Gold's unclassifiable case history nor James William Bryan's latest report and analysis of bond selling by the United States Treasury.

You may not have productions in the twenty million class, but if testing by the Treasury Department has proven that careful preparation, use of color, list checking, etc., pay dividends in increased returns—you should employ similar tactics in your Direct Mail whether it be in 500, 1,000 or 10,000 lots. Oren Arbogust hits on the same important point in his report on page 25.

And as a final suggestion . . . please read carefully the last two paragraphs of the article "Find out What Your Customer Wants" (starting page 26). You may find in those two paragraphs a plan of action which will yield big dividends in 1941 . . . no matter what happens.

THE REPORTER staff has devoted most of its time during the past month to preliminary survey work. We've surveyed a cross-section of readers to get facts and opinions about THE REPORTER itself (see pages 26 and 27). And are you surprised to learn that 77.2% of our readers file or bind THE REPORTER and keep indefinitely . . . while another 18.3% clip

THE REPORTER OF DIRECT MAIL ADVERTISING

Edited by Henry Hoke, assisted by associate reporters all over the world

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VISIT THE DIRECT MAIL CENTER FOR DIRECT MAIL IDEAS

items and file? (A 95.5% permanency of readership.) That figure will make us all the more careful that information in THE REPORTER be 100% authentic.

We've surveyed (by mail, of course) a cross-section of producers, suppliers and users of Direct Mail to get advice and opinions on what questions we should ask and what topics or divisions we should cover in the twelve nationwide surveys to be conducted during 1941. We've been snowed under with letters. Many a night the lights burn late, while we shuffle cards containing the proposed questions . . . trying to form them into a logical pattern. One thing is certain . . . we've learned from these preliminary surveys that hundreds of advertising people are anxious to obtain accurate statistical answers or opinions on an amazing number of Direct Mail subjects. So . . . there will be surveys on planning, such as "fixing the budget" . . . and "what percentages of sales in various industries are appropriated to Direct Mail." There will be surveys on "consumer" reactions to Direct Mail . . . in the office, home and industrial fields, and investigations of inquiry-answering techniques used by local, national and industrial advertisers. There will be surveys on formats, forms, appeals,

materials, processes, color, action-devices and mailing methods.

By the end of 1941 the users and producers of Direct Mail should have the first comprehensive statistical analysis of this complicated medium of advertising. But we will make our summary and analysis very simple.

All news concerning the "War in the Mails" situation is boiled down (telegraphic style) and printed in small type on pages 16 and 17. If you are one of those who believe we shouldn't waste time and space on foreign propaganda . . . just skip those pages. Our surveys indicate, however, that thousands of business men are alarmed and worried about the increasing use of our mails by the "dictator nations." We started the fight last May . . . and we mean to continue it until something is done. We still believe, more now than before, that the flood of lying, subversive, distorted literature in the mails is a deterrent to the acceptance of legitimate mail appeals.

Happy Holidays to you all . . . and Many Happy Returns during 1941.

H. H.



REMEMBER THIS

FRANK EGNER, in his lecture at the recent Direct Mail School, made the statement that the final mass mailing never pulls as well as the original test, even though all variables remain constant. That is, in his own experience, the margin of error has always been minus rather than plus. There is no definite reason for this statistical difference . . . except that the time element has changed.

Frank Egner believes all Direct Mail users should realize that *any return* is a departure from normal. Normal in advertising is a negative or *no answer*. All advertising must meet the barriers of human inertia and the competition for the prospect's dollar. We should all write our advertising with the thought in mind that the normal reaction of the prospect is to say "*no*." We should use the best technique to overcome this normal reaction.



DO PEOPLE READ DIRECT MAIL?

On Sunday, November 24th, on page 9 of "This Week," the syndicated magazine section used by Herald-Tribune in N. Y. (and many other newspapers), appeared a story by Weare Holbrook. The title was "Why Consider the Postage Stamp?" The subhead was: "It may stick to one thing till it gets there, and all that, but when it gets there it generally sticks you."

The article (or story?) is an asinine and illogical attack on Direct Mail Advertising. If it were an isolated or unusual case, we would say "to hell with it" and proceed to more important matters. But it isn't an *isolated case*. With recurring frequency, various newspapers—in editorials or news (?) items—are taking cracks at Direct Mail. With recurring frequency we receive reports that advertising solicitors and even Advertising Agencies are spreading the time-worn fallacies that Direct Mail is the *bunk* . . . that Direct Mail is read by only 2% to 4% of recipients. That 2% figure is given as *gospel law*. Many top executives have been affected by this fallacy. Many advertising managers have experienced a reduced budget or a disrupted campaign because higher-ups fell for the 2% fable.

It is all so silly! Why don't newspapers grow up—and stop fighting radio, magazine, outdoor and Direct Mail "competition?" Why don't the newspapers spend more thought on being *news* papers and devising ways to make their advertising space more effective? Why don't Advertising Agencies learn the real truth (or tell the truth) about *all forms* of advertising? Why don't some Agencies stop fighting Direct Mail—and find the way to make money from it on a legitimate service charge which is *not* based on the inappropriate 15% commission? Some good Agencies have hurdled the barrier successfully . . . and they are *good* Agencies. Many good publishers have stopped fighting "competitive" media . . . and are better publishers.

Let's go back to Weare Holbrook in his November 24th story in "This Week." He starts by quoting a hypothetical retired postman:

"Rain or shine," he said to me recently, paraphrasing the much-quoted post-office-building inscription, "rain or shine, in spite of hell and high water, I made my rounds every day for thirty years. I figure that in that time I carried close to one hundred and eighty tons of mail. And ninety-nine per cent of it," he added, "was bunk!"

After describing the arduous duties of this postman, Weare philosophizes:

"Letters, however, are the least of the letter carrier's burdens. It's the printed matter that gets him down. There are moments when he wishes heartily that Johannes Gutenberg had taken up some other line of work."

After dramatizing the conversation of hypothetical mail recipients . . . Holbrook comes to the following bewildering climax.

"Before I talked to Jim the letter carrier I used to have illusions about mail in general. It made me feel important to take a big double-fistful of letters out of the box, even though most of them were the unsealed, green-stamped variety. I would light a large five-cent cigar and, squinting through the smoke like a man of affairs, open each letter and glance over it before tossing it aside. It was the increment of years of youthful credulity and coupon-filling; my name was immortalized on mailing lists whose stencils were more enduring than bronze.

"Then one morning in a lucid moment I spread the opened mail out on my desk and looked at it objectively. It was a typical day's catch, and it consisted of (1) a program from the neighborhood movie house, (2) "A Startling Fact About the Nicotine You Absorb," (3) a Last Chance to buy Darwin tulip bulbs, (4) a mimeographed letter inquiring plaintively why I hadn't visited my favorite clothier for the past year, (5) an invitation to attend the opening of the Chromium Cocktail Lounge in the St. Gadunka Hotel, (6) an alumni bulletin from the University of Iowa, (7) a sample of seaweed pills for whatever ails you, (8) an announcement of a series of free lectures by Swami Budgi-wudgi, (9) a reminder that sixty days had passed since the car was last lubricated, (10) a subscription offer from "The Home Taxidermist," and (11) a notice from the bank. All of it, I realized, should have been stamped 'Opened by Mistake'.

"And since that day I have always transferred by predatory mail directly from the box to the wastebasket, with not a single crease unfolded. It saves time, it saves trouble, and the top of my desk is so clean that you could eat off the kitchen floor.

"Occasionally I feel a temptation to peek inside some of the envelopes marked 'Important,' 'Personal' and 'This Means You!' But, remembering the words of Jim the letter carrier, I resist it. The old will power asserts itself and into the wastebasket they go. It's the triumph of mind over third-class matter. The End."

We wonder what the advertisers in "This Week" . . . in The Herald-Tribune . . . and in other newspapers, think of having their sales messages surrounded with this sales obstacle.

FORTY SEVEN advertisers in the November 24th "This Week" asked readers to use a coupon or write for booklets, catalogues, etc. We didn't try to count "write request" ads in the rest of the newspaper. Among the 47 coupon advertisers was—The Frank E. Davis Fish Company of Gloucester, Mass. . . . one of the largest users of Direct Mail in the world. Isn't it ridiculous for newspapers to publish articles attacking Direct Mail when they accept advertising which induces or requires Direct Mail follow-up?

Why don't advertisers get up on their hind legs to insist that newspapers learn the facts of life about advertising . . . and to insist that newspapers be professional if, as and when they *mention* advertising in news, editorial or fiction columns?

THE FINAL ANSWER

We decided to use this space in the closing month of this year . . . to present facts which would end these foolish 2% arguments forever. We rushed into the mail 58 personal letters to widely scattered Direct Mail producers and users. We asked them to give us by return mail one or two recent, indisputable and reliable case histories of results . . . with the understanding that names would not be used if desired . . . and on the premise that definite returns (in answers or orders) would show, at least, that those who answered *read* the original appeal. How many others read, but do not respond, no one will ever know. And who cares?

We give you the result of our rapid-fire survey in the following separate article. It is printed separately so that you may reproduce or use it in any way you see fit. We sincerely hope that it is the final article to end all articles on the subject.

THE REPORTER

RETURNS ON A LIMITED BUDGET

WE'VE BEEN ACCUSED of writing up too many \$1,000,000 campaigns—and not paying enough attention to the "little fellows" who operate on a slim budget. That's the trouble with *describing* pieces; sometimes good copy, good use of color, and a clever idea sound elaborate when in reality the piece has been produced at a very low cost.

As an example—we have four simple folders from The Butterick Co., Inc., 161 6th Ave., New York City, which represent six months' mailing to a list of 953 dealer pattern prospects. Three of the folders are printed in two colors, one in black and white. Each has an attention-getting illustration and heading on the front cover, a logical, brief and convincing story of why dealers profit from Butterick patterns on the inside and back cover. No special offer, no pressure, not even a reply card included in the mailing. Yet these mailings drew 100 voluntary replies from the 953 prospects; 23 of these prospects were sold with one follow-up letter (2.4% of the total list).

We want to emphasize that these were not costly mailings. They were inexpensive folders that brought replies because of the excellence of copy, layout, illustrations, and appeal. The sort of pieces that any company could get out on a limited budget . . . if that company had someone like Ray Calt, former Advertising Manager of Butterick, to plan and produce them.

EFFECTIVE CHRISTMAS CATALOGUES

BOTH BLOOMINGDALE'S AND STERN'S, Manhattan Department Stores, issued Christmas catalogues that resolved Christmas shopping to coupon-clipping and mailing. Bloomingdale's, for instance, listed 272 different items, three on each page. Each item took one-third of the page, and on the back of the item was a simple order blank. Pages were perforated so each coupon could be easily detached. The back pages of the books had record forms on which the arm-chair customer could list, for his own information, the date, purchase, amount, and name of the person for whom the gift was intended.

When the Holiday rush is over, we're going around to see these stores and try to get a comprehensive report on orders received from the catalogues. Should make a darn good story.

WATCH YOUR BUSINESS REPLY FORMS

DURING RECENT WEEKS, members of *The Reporter* Staff have noticed a number of variations of the business reply envelope and business reply card. That is, several firms have tried to improve the appearance by placing the card form at an angle with a tint block behind it . . . or one company used the left-hand end of the business reply form for an advertising message.

We sent some of these samples to the Division of Classification in the Third Assistant Postmaster General office. We asked for an opinion on whether or not these changes in form were acceptable.

The answer has arrived, and we agree with the attitude of the Post Office. No advertising should be placed on the front of the business reply card or envelope. You should not attempt to place the form at an angle and with a tint block behind it. Just remember . . . that the business reply card and envelope is nothing more than a *form*. You have a permit to use that form . . . and the Post Office takes the risk of being able to collect the postage from you when replies to your advertising are delivered to you. Millions upon millions of pieces go through the mails every day. The Post Office clerks must "fan" the mail to find the pieces which have those horizontal markings at the right-hand edge. Those pieces must be separated, counted and bundled together so that the postman can collect for the postage due. Anything you do to that form to put it at an angle or to clutter it up with other advertising, detracts from its *ready identification* and the Post Office may lose revenue by missing these pieces. So . . . cooperate with the Post Office. When you use business reply envelopes or cards, use the prescribed form so that the postal clerks can identify your mail.

ANOTHER MOTION PIECE

THAT WAS a good-looking and effective piece mailed by The Claridge Hotel Atlantic City, New Jersey, just prior to Thanksgiving (second edition). Attractive cover had Thanksgiving House Party emphasis, and folder stressed the advantages of spending the week-end in Atlantic City with a special train going to and returning from the Army-Navy Game in Philadelphia. As you open the folder, one of those folded off-center die-cut affairs moves a "special train" across the third page from the picture of The Claridge to the Municipal Stadium in Philadelphia. Timely and skillful planning.

DO PEOPLE READ DIRECT MAIL?

A SURVEY BY THE REPORTER OF DIRECT MAIL ADVERTISING

Many people, inexperienced in advertising or antagonistic to Direct Mail, have spread the fallacious statement that only 2 to 4% of the people who receive mailed advertising actually read it. That statement is *untrue*. It can be proven untrue—by an analysis of authenticated case histories.

A statistical, factual listing of cases may prove monotonous—but the figures presented here will show that returns may run from zero (plus) to close to 100% depending on the purpose, character or *direction* of the mailed effort. The following records were obtained by *The Reporter* from users of the mail. The percentage of return indicates the *minimum percentage of readers*. No effort has been made to obtain unusual or spectacular cases. Notice that percentages vary with the type of return request. A natural sequence in all selling effort. There are 49 distinct and different uses of Direct Mail Advertising. But all of them can be grouped under one or more of the six basic objectives, as follows:

1. Secure Contacts for Salesmen
2. Bring Persons to You
3. Influence Thinking of Groups
4. Obtain Actual Money or Orders
5. Stimulate Some Desired Action
6. Learn Facts

We give you these case histories under their proper classification. And let this be the end of the argument . . . forever. (Note: Number in () before each item . . . indicates percentage of answers.)

1. Secure Contacts for Salesmen

(2) Seymour Koretz, Newark agency man, sent 2000 promotion pieces to prospective clients. Inquiries averaged 2.1%.

(6) Office Device Manufacturer sent a selling questionnaire to 33,853 company officials. The questionnaire itself gave information and determined whether the prospect should be followed. 2300 (6.7%) replies were received.

(7) American Box Board Company sent 794 folders to well-rated stores throughout the country. Purpose: To get inquiries about a new line for salesmen to follow. Results 60 (7.56%) inquiries.

(9.2) The Elliott Addressing Machine Company mailed 4 pieces at weekly intervals to 7,000 dry cleaners (selected from classified directories) to get inquiries for the Cardvertiser. 650 (9.2%) inquiries received.

(10) The Hygrade Sylvania Corporation sent a 2-page letter to electrical contractors to secure leads for salesmen. Response: 10%.

(15) Mailing Machine Company mailed letters to a select Canadian list to obtain leads for salesmen. Received 15% requests for booklet offered.

(21) The Central Manufacturers' Mutual Insurance Company, Van Wert, Ohio, mailed a series of four letters to 55,074 fire insurance prospects and received a total of 11,750 (21.3%) inquiries which were followed up by local agents. One letter in the series produced 9.87%.

(25) Designer Guy Hodges mailed to select list of advertisers three heavy post cards with simple, straightforward statements, at a cost of about \$87.00. Received 25% replies, resulting in about \$6,000 in business. Another Hodges mailing—a clever stunt costing about \$225.00, brought the same percentage of replies but only about \$50.00 in business. (Ed. note: It is the final sales figure that counts most.)

(29) Richard Cole of the Earl Allen Advertising Company, Omaha, reports that two inquiry-seeking mailings to a total of 3,702 names brought 1,094 (29.5%) replies.

(56) American Box Board Company, Grand Rapids, Michigan, sent multigraphed letters to a list of 161. Purpose: inquiries for further information. Results: 91 (56.5%) replies.

(4-82) Dexter Folder Company mailed a letter, four-page circular and return card to 279 paper box manufacturers. Purpose: to get inquiries for a new stitching machine. Results: 28 (10%) replies. A second mailing to 250 remaining names produced 10 (4%) replies. A third mailing, letter only with reply envelope, brought 119 (50%) replies including 20 new prospects. A mailing to 17 Canadian names, where the company had no salesmen, where the mailing was news, produced 14 (82.3%) replies.

2. Bring Persons to You

(5) A New York store mailed 5000 letters to inactive accounts. 275 (5.05%) reopened and produced \$28,097 sales.

(7) Iowa State Teacher's College mailed copies of a booklet, "Opportunity in Education" to 11,000 high school seniors. In the back of the booklet was a reply card for more information. 790 (7.1%) replied.

(10) The Grove Park Inn at Asheville, North Carolina, mailed a clever two-piece individualized folder campaign to 11,352 former guests, to tell them about innovations and improvements. 1,242 (10.8%) responded with requests for reservations, names of friends, personal greetings, complimentary remarks, etc.

(21) A Baltimore department store sent 5000 letters to inactive customers. 1070 (21.4%) resumed purchasing.

(24) A Los Angeles department store sent 3000 letters to inactive accounts. 728 (24.2%) replied explaining why they hadn't used their accounts, and 615 (20.7%) of the accounts became active.

(30) The Park Drug Store of Manitowoc, Wisconsin, made a drive for new soda fountain business by mailing 2,000 cards. Opening day 600 (30%) customers came to the store as a result. (No other advertising.)

(70) Saw Bill Lodge in Tofte, Minnesota sent a series of sixteen post cards, printed in one color on regular government cards, to 1200 old guests, and selected names. Received 844 (70.3%) inquiries directly traceable to the card series.

3. Influence Thinking of Groups

(4) To sell a puppet show called "The Talk of the Town," a 4-page circular was sent to 500 resorts near New York City. 22 (4.4%) inquiries were received, resulting in 15 bookings.

(5) A New York store mailed 5,000 letters to inactive accounts. 175 (5.5%) no fill-in and no personal signature, offering a helpful booklet. 5% returns.

(10) J. S. Roberts, Advertising Manager of Retail Credit Company, Atlanta reports that a series of institutional folders mailed to a list of top executives pulled complimentary letters or requests for additional copies from 10% of the list.

(12) Southern States Iron Roofing Company, on a mailing to 128,000 farm owners, received slightly better than 12% inquiries. On certain lists, as high as 17%.

(28) Parents' Magazine wrote to 2,658 hospital superintendents, offering them a quantity of the new publication *Baby Care Manual* for free distribution to maternity patients. 740 (27.8%) responded.

(33) A financial concern sent 900 letters to southern mills, asking for comments on a calendar which had been mailed four months before. Favorable replies from more than 300 (33 1/3%) within eight days.

(50) McGraw-Hill, for a national advertiser, sent a test mailing to 1,000 electrical maintenance men in large industrial plants. Mailing piece was a mimeographed letter with caption headline offering a free copy of a manual. Received 50% replies.

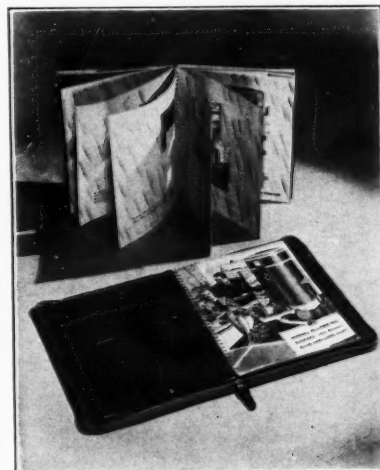
(74) RKO Radio Pictures sent short letters with reply cards to 10,800 key people in influential groups who received their picture promotion material. Purpose of the mailing was to find out how many of these people wanted their names retained on the list. 8,000 (74%) of the cards came back marked for continuance.

(?) The Youngstown Chapter of the N.I.A.A. made a survey about a year ago to determine what percentage of all mail directed to business executives reaches those to whom it is addressed. Survey showed 67.5% reaches addressees. Percentage varied considerably with the size of the company and the type of industry, going as high as 87.2% in companies having up to 50 employees. Survey also showed that 71.4% of the executives save informative direct mail, and this percentage runs up to 100% for factory engineers.

(Continue)

DIE CUT FOR REALISM

THE NEW GENERAL ELECTRIC retail sales presentation on automatic heating products is a fine piece of work. Designed to enable dealers and retail salesmen to tell a better sales story, the book is efficiently compact,



in spite of its 108 pages. The illustrations, lithographed in full color and duo-tone, are emphasized by a clearly presented, concise text. A series of die-cut pages (shown on the illustration), give the step-by-step story of the process of oil burning, and lead to the final full color illustration, which shows the complete harmony of the working parts. The completed book is wire bound into a maroon leather case with zipper opening on three sides.

SAYING IT WITH FLOWERS

DOUGLAS GESSFORD, secretary of the Newark Advertising Club, Newark, New Jersey, in an amusing and informative speech at the 500th Anniversary of Printing, gave many dramatic examples of showmanship in the printed word. Best example connected with Direct Mail was the flattering technique used by the Jewish Day Nursery of Newark. Birthdays of all prominent men in the Newark area have been listed by the executives of the Day Nursery. Doug Gessford recently had a birthday. Shortly after his arrival at the office, a messenger boy delivered a small cardboard box (about 4" square). Inside the box, a carnation wrapped in tissue paper and with the stem wrapped in foil. A card tied to the carnation reads, "We, the children of the Jewish Day Nursery and Neighborhood House are remembering you on your birthday. We sincerely hope that you will remember us." No other message . . . except that inserted modestly under the lid of the box is . . . a business reply envelope.

A COLLECTION LETTER

ONE DAY not long ago, the bookkeeper for the Cariboo Observer, a Canadian newspaper, nearly went nutty counting all the checks and cash that poured into his office. He had to work far into the night to take care of the sudden flood of money that came from musty old accounts overdue.

The next morning he went up to the editor's office to see if the millennium had come. Nothing of the kind. The editor had sent out this dunning letter:

"It is reported that one of the fastidious newly married ladies of the town kneads bread with her gloves on. This incident may be somewhat peculiar, but there are others. The editor of this paper needs bread with his shoes on; he needs bread with his pants on, and unless some of the delinquent subscribers of this old rag of freedom pony up before long, he will need bread without a damned thing on, and Cariboo is no Garden of Eden in the winter-time."

Reporter's NOTE: We've heard this one before . . . but it's worth reprinting. Maybe we have used it before. The latest appearance occurred in November issue of Envelope Economics, house magazine of the Tension Envelope Corporation, New York.

DRAMATIC CHARITY APPEAL

A CHRISTMAS APPEAL letter from Madison Square Boys' Club, 301 E. 29th St., New York City, has a dramatic touch of realism which should bring returns to the Club—and joy to the underprivileged boys it helps.

Across the top of the letterhead is the reproduction of a tenement house bedroom, Christmas morning. Three small boys sleep in one iron bed. In another bed, two are awake. One is holding the toe of one of the five empty stockings hanging on a crumbly mantle, under a scrawled sign that says "Happy Xmas Santa." In a slit in the letterhead, over the drawing of the empty stockings, is inserted a real, small red stocking.

Letter starts with this paragraph—"Jammed up in the small bedooms of old tenements, existing on relief, these boys have not for one moment lost the hope that Christmas this year may make some of their dreams come true." It closes with an appeal to return the "Little Red Stocking" with a check. A postage stamp is tipped to the bottom of the letter, and an addressed envelope is enclosed.

4. Obtain Actual Money or Orders

(—1) George Dugdale, President, Delane Brown, Inc., reports the following figures on test mail order mailings: 915 mailed—1.04%; 915 mailed—1.0% returns; 3812 mailed—.86% returns; 3928 mailed—.97% returns; 6690 mailed—1.16% returns. (In some mail order work, a 1% return (or less) may be sufficient.)

(1+) Babson's Reports, Inc. mailed a 1-page letter with a 2-color circular printed both sides, order card and business reply envelope, in a test to selected names. Replies —1.27%.

(2) Daniel Low & Company, Salem, Mass. sent a post card listing one mail order item to 5000 of their best customers. Response—2% of list.

(2+) Frank Egner of McGraw-Hill Book Company reports (correctly) that mail order (or direct selling) people do not like to reveal their result figures. Sellers of fish, jams, fruits, ties, clothing, etc. by mail keep their figures secret. But Frank states that in book selling a 2% minimum must be obtained. (Maybe that's where the 2% readership myth started.) On selective lists, with a special application, return percentages in book offers run as high as 10%—sometimes better.

(4) The Levitt-Ferguson Company sent 8,000 post card folders to a national list of 8,000 druggists, advertising a pharmaceutical dispensing scale that sold for \$22.00. Results: 320 (4%) orders totalling \$7,040.

(7) Daniel Low & Company sent a mailing of eighteen inserts, featuring various mail order items, to 35,000 customers. Returns: 7.4% with an average sale of \$4.60.

(8) James D. Oakley of Montclair, N. J. mailed 300 "gadget" letters to a selected list of 300—to sell simulated pearl necklaces at \$3.00 each. Received 24 (8%) replies with orders for 31 units.

(9) Jim Ford, Flemington, N. J. mailed 3,350 circular letters with order forms and business reply envelopes, to officers of civic and business groups. Received 9.1% orders. Second mailing to same group brought 6%.

(11) A jeweler mailed a letter with a set of shopping slips to 6,000 prospects and received more than 700 (11.6%) orders for individual items.

(12) The L. T. Watkins Company, Wellington, New Zealand, sent 612 letters, order forms, sample maps, and reply envelopes to booksellers and stationers, advertising war reference maps. Received 76 (12.4%) orders for 2,835 maps.

(12) The American Bible Society mailed an appeal (soliciting \$10) to 14,824 past donors and selected names. 1,885 (12.7%) responded with \$12,829.07.

(16) A Robert Collier mailing to 40,000 buyers of psychology books brought back 16% orders, each accompanied by payment of \$1.00.

(22) The Shelby Cycle Company, Shelby, Ohio, mailed one letter to a list of 1200 retail merchants selling Bicycles. 264 dealers (22%) replied, purchased 1005 bicycles for a total of \$19,044.65.

(27) Unity Magazine of Kansas City wrote to many thousands of their expiration names and received 27% actual orders.

(37) Tuberculosis and Health Society of St. Louis mailed solicitations to a new list of 3,735 persons. 37.8% replies; 8.2% contributions; 29.6% returned seals.

(49) The National Society for the Prevention of Blindness sent 15,600 first-notice appeals to past contributors. Within seven weeks, without further solicitation, they received gifts from 7,778 (49.8%) totaling \$41,545.13. A series of mailings over a period of time brought response from as many as 81.6% of the persons solicited.

(53) The Tuberculosis and Health Society of St. Louis sent a circular multigraphed letter with 200 Christmas Seals and a return envelope (unstamped) to 8,078 lapsed contributors. Received responses from 53.2% of the list. 19.8% sent a contribution; 33.4% returned seals; 4% undeliverable.

(72) The Tuberculosis and Health Society of St. Louis wrote to 9,549 people who had contributed to the organization in 1938. Received returns of 72.7%. 62.3% gave a contribution and 10.4% returned the seals. (1.8%) undeliverable.

(94) The Orthopedic Hospital of Los Angeles sent 175,000 letters (each with a crisp dollar bill attached) to the coldest list there is—a list taken from the Los Angeles telephone directory. Received 94% returns.

5. Stimulate Some Desired Action

(4) The St. Louis Union Trust Company made a series of 15 mailings, totaling 78,501 letters, to secure inquiries for their new business department. Replies: 3,659 (4.65%).

(4) The Shelby Salesbook Company sent a mailing to 4,000 dental laboratories and received 191 (4.77%) *direct inquiries*, in addition to a number of orders from salesmen who had been contacted by the laboratories receiving the mailing.

(7) The Addressograph-Multigraph Corporation, Cleveland, mailed a filled-in, processed letter to a list of 102,000 concerns, offering a booklet. They received 7705 replies, which is 7.4% of the list.

(10) A recent B.F. Sturtevant Company mailing to get inquiries for a catalogue pulled 10.5%.

(14) The Sugar Beet Products Company of Saginaw, Michigan, one of the Direct Mail Leaders for 1940 . . . as part of their prize winning campaign, sent a three-piece campaign consisting of letters, folders, inquiry cards to 8,100 names in the food industry. Total inquiries from the three mailings reached 14.3% of original list.

(19) The Shakeproof Lock Washer Company of Chicago mailed a ten-piece campaign consisting of letters, circulars, samples and novelties to a list of 4,183 individuals in 1,379 firms. Purpose—to secure inquiries and orders for mechanical units. Replies received from 263 concerns, which is more than 19% of the firms on the list.

(20) The Gross Chandelier Company of St. Louis during October 1940 mailed 600 letters (without enclosure) to prospects. Received 125 answers and opened 25 new active accounts immediately. Percentage of reply, 20.8%.

(25) An industrial advertiser sent two mailings to a list of 7,000 plant executives to obtain requests for a catalogue. Received 1,800 (25.7%) replies.

(25) The McGraw-Hill Company mailed 10,000 letters for a manufacturer to a selected list of product design engineers. Mailing contained a return post card saying they would like to continue to receive copies of a bulletin. 25% return.

(27) The Grey Advertising Agency reports that a single short item in 2,200 copies of a four-page bulletin to department store executives brought responses from 27%.

(28) From a customer list of the Mason-Neilan Regulator Company, manufacturers of industrial control equipment, requests for catalogue totalled 28.7%.

(29) Shell Oil Company, New Zealand, on a test mailing to 1,000 selected motor owners, enclosed an ordinary reply card instead of a business reply card—to be used in ordering a free booklet. Replies: 299 (29.9%).

(37) The Shell Oil Company of New Zealand sent 10,438 letters to a selected list of motor owners, offering a free booklet. Received 3,900 (37.3%) replies.

(51) American Airlines mailed a letter to 140,000 top executives offering the booklet, *American Way*. Received 51% requests.

(79) The Shell Oil Company, New Zealand, sent letters to 1,508 Wellington business executives, offering a free pictorial map. 1,204 (79.8%) replied.

(93) George FitzPatrick, Australian Publicity Counselor, sent a letter to a group of newspaper editors to whom he had repeatedly written without getting a decision on a service offer. Letter produced 93% response.

6. Learn Facts

(8) Southern States Iron Roofing Company mailed a two-page questionnaire to 5,000 property owners. No inducement to reply, yet returns were 8%.

(15) Parents' Magazine sent a two-page mimeographed questionnaire with multi-graphed letter to 1,000 Parents' Magazine readers. Questionnaire covered the eating habits of children. Response, 15.9%.

(17) An office Machine Manufacturers questionnaire to secure information from business executives brought a return of 4,461 (17.2%) replies.

(18) Parents' Magazine sent a double post card questionnaire to 3,500 magazine readers. Subject: Value of Premium Merchandise. Response, 18.6%.

(25) Parents' Magazine sent a one-page mimeographed questionnaire with multi-graphed covering letter to 2,000 magazine readers to determine home baking habits. Response, 25.7%.

(Continued)

AN INSIDE STORY

THERE WAS REAL SERVICE in the recent 16-page booklet of the Lasky Company, 220 Elizabeth Ave., Newark, New Jersey. Instead of talking about themselves and their own printing facilities, the booklet takes the prospect on a tour of the Newark Post Office. The photos and information that fill



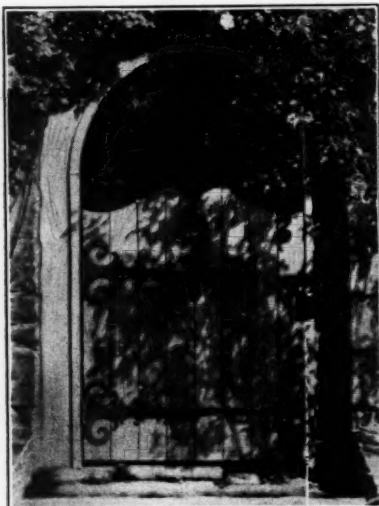
the booklet give the prospect more than a few helpful ideas. Reply Card, tipped to the last page, reads: "Now that you've shown us how the Post Office works, show us how it can work for us."

CORRECTION . . .

ON PAGE 8 of the August Issue of *The Reporter*, we commented on the cellophane envelopes used by Cupples-Hesse of St. Louis, Missouri. Post office permitted original mailing on the grounds that the 4" x 6" space for permit and address was made Opaque by a layer of ink which also made the surface suitable for pencil notations of undeliverable mail. This mailing and comment in *The Reporter* stirred up a small sized storm . . . and you better hold everything until a definite regulation has been worked out. First the Post Office Department ruled that the 4" x 6" space must be more Opaque and that the cellophane must be stronger. Later on the Post Office Department ruled that there could be no windows other than the window used for the address . . . although windows on the back side of the envelope seemed to meet with approval. But on November 15th, along comes another change in the regulation stating that the address cannot be shown through a window and must be placed on the Opaque portion of the cellophane envelope. We give up . . . and will dump the whole thing back in the lap of H. Kurt Vahle, Sales Promotion Manager of the Cupples-Hesse Envelope and Litho. Company, who stirred up the whole thing in the first place. Let us know, Kurt, when, as, if and how cellophane envelopes can be used.

GOOD CURIOSITY APPEAL

IF THE NEWSPAPER editors receiving the latest promotion piece of King Features Syndicate don't at least *open* it . . . they're just not human.



Preceding the mailing by several days is an ordinary mailing tag with a small key attached. No indication of where the tag and key came from; just a red written message—"Hold this key. The lock will follow in a day or two."

When the lock does arrive, it is fastened to a chain that holds together the garden gate, bleed photo cover of a brochure. Inside is a note from the Sales Manager of King Features Syndicate, calling attention to the brochure—which shows how the scope and thoroughness of three King features open the gate to the friendship, confidence and loyalty of newspaper readers.

TELLING WHOLE STORY

TOO OFTEN expensive and elaborate pieces of Direct Mail miss their mark by not giving all the information the prospect wants and needs in order to be sold. Ditto, Inc., Chicago, avoids this error—and does a masterful job of explaining their duplicators—in a 36-page booklet entitled "Copies—Their Place in Business." It's a well-designed, and well-written booklet that carries the story through in a logical, step-by-step way. Each page has a pale green upper bleed margin; left hand pages have the same green bleed. Important "sizzle" copy appears in these margins—so the executive who glances through quickly can get the story at a glance . . . and go back for the complete information later.

(26) Time Magazine sent a questionnaire (on a blind letterhead) to 2000 names on their complimentary mailing list, asking, "Of all the magazines you receive free, please list those you would pay for if you had to." 523 (26.2%) answered.

(27) The Dodge Division of Chrysler Corporation sent a simple questionnaire to recent buyers of Dodge cars, asking what forms of advertising had impressed them most with Dodge value. Replies, 27%.

(29) Eastern Airlines survey mailings brought the following response from three different groups. Identical mailings used in each case: From top executives, income over \$10,000—29% replies; from secondary executives, income from \$5,000 to \$10,000—25.8%; from average executives, income from \$2,500 to \$5,000—19.5% replies.

(32) Davenport Hosiery Mills mailed a questionnaire type letter to 3510 store accounts, asking for service improvement suggestions. 1153 (32.8%) replied.

(15 to 32) Dickie-Raymond, Inc. mailed 63,258 surveys to business men in New York to obtain information for an airline. 9692 (15.3%) replies. Mailed 21,956 of same survey to business men in Chicago. 5673 (25.8%) replies. 10,000 similar surveys to business men in Atlanta brought 3200 (32%) replies. (Note: it's wise to remember that returns vary geographically.)

(40) An Air Express questionnaire (8 pages) with a personalized sales letter to 3,742 executives in heavy industries, brought 1,494 (40%) replies.

(42) Parents' Magazine sent a printed questionnaire with multigraphed letter to 1,000 pediatricians. Subject: Value of Parents' Magazine to physicians and mothers. Response: 42.5%. Note: Through an unfortunate error the return envelope was stamped but not addressed. Despite this fact, 42.5% of a busy professional group responded.

(46) Hammernill Paper Company sent a questionnaire to 500 advertisers asking for magazine preferences. Within seven days replies totalled 46.8%.

(47) Hygrade Sylvania Corporation sent a questionnaire mailing to electrical fixture manufacturers, to secure information to be used in sales plans. Response: More than 47%.

(51) Eastern Airlines sent a letter with inserted reply card to customers, for information they wanted to use in revising their mailing list. Received 51% replies.

(66) The United States Savings and Loan League publishes a selling house magazine called *Home Life* which is distributed by member institutions to their clients and prospects. One of the members, Berkeley (Calif.) Guarantee sent 3,000 inquiries to their list, asking if they should continue sending *Home Life*. 2,000 (66%) replied that they wanted it. Another member in Niles, Michigan inserted return cards into each copy of *Home Life* sent to their list of 1,000, asking the same question, and received a 33% return.

THE FINAL WORD

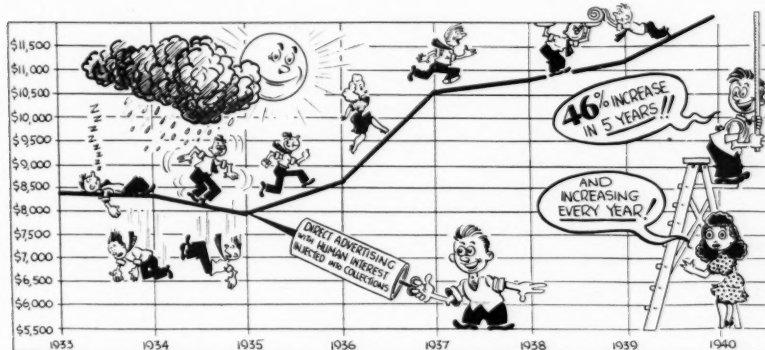
So . . . only 2 to 4% of people read Direct Mail? So . . . 99% of the mail the postman carries is *bunk*? What or who is responsible for the figures running into the high per cents? Direct Mail is no mystery—nor can it perform miracles. Don't let the figures given here confuse or dope you. Don't expect 50% returns when your offer has a normal expectancy of 5 or 10 or 20% . . . or even 2%. The only purpose of this report . . . is to induce you to view your Direct Mail Advertising calmly and sanely. Plan your campaign carefully; use the best, logical and correct mailing list; employ the correct technique for your objective; have your Direct Mail produced carefully and with a quality appropriate to your list and purpose. Make tests; keep records of your tests; study the results and ideas of others; analyze your own flops . . . and eventually, if not now, you will have—Many Happy Returns from Your Direct Mail.

* * *

The "joker" in this whole result-percentage controversy is this: The large proportion of printed Direct Advertising is primarily intended for a long pull build-up. Some experts estimate that 75% of the printing volume goes into informative or descriptive bulletins, booklets, house magazines, catalogues, etc., on which no one tries to estimate percentage returns per mailing. We have given you examples of known percentages only to prove varying and *quantitative* readership.

CHARTING EFFECT OF HUMOR

One of the 50 Direct Mail Leaders for 1940 is the Ohio State University Association. Their campaign was a series of alumni dues-collecting letters—six pieces, the first a simple statement for dues, the next four “funny pieces,” and the final, a serious letter from the president of the Association. For originality and effectiveness it’s an outstanding campaign which other alumni associations (and many commercial organizations) would do well to study.



At a total cost of \$819.35, which covered all production and postage, the Ohio State University Association collected \$11,521 in dues (21.1¢ per \$3 collection). They incidentally increased their membership 7.8% and received hundreds of fan letters.

Much of the success of the campaign is due to the humorous pieces. They are all simple letters, with appropriate cartoons and gadgets to illustrate the subject. One has a tiny “Memory Book” pasted on, with a heading “Fullen’s Handy Memory jogger-upper.” The four pages of the booklet each carry one word of copy—PAY YOUR ALUMNI DUES.

The explanation that accompanied this campaign is as cleverly written and presented as the letters themselves. Because John B. Fullen, Alumni Secretary who planned the campaign, hits the nail right on the head, we give you some of this explanation in his own words:

Tripe words like “loyalty”, “gratitude”, “sentiment”, “obligation”, “need”, “dear old Alma Mater” . . . get thin year after year . . . On the first of the month our prospects are bill payers, not sentimental college alumni!

Joe College is muttering, “What the Hell do I get out of it?” Stacked beside our dun are dozens of bills for bread, milk, butter, hats, socks, mashie niblicks, liquor, theater tickets and the stuff that people eat, drink, wear and live by. We sell him no phonograph or ice box which we can take back, we can’t shut off any water or telephone. We sell him sentiment, and what’s its market value when he’s peeved at bill collectors?

How about selling a mood instead of a bill of goods? The steak is there, but no sizzle: The stuff that gets in your nose and smells good, in your eyes and looks swell, or in your heart maybe, and pulls at it. Our sizzle is sentiment, which is a mood.

We won’t brag about a superior product, or remind him of any obligation. We will tickle his funny bone or stir his risibilities. If that softens him up till the ink gets dry on his check we win; otherwise we’re trying to sell him a dead equine.

Suppose we grab off a smile or a chuckle; get him sweet long enough to say, “Aw, hell, I’ll send them a check, it’s only three bucks.” Then let him go back to cursing the sour puss bill collectors. We’re just friends who know and understand him and who’ll kid with him a bit.

That their reasoning was sound, and their methods effective, is proved in the clever chart showing the increases of the past five years.

THE REPORTER

UNUSUAL SAMPLING STUNT

THE DIRECT MAIL ADVERTISING of the Strathmore Paper Company is usually superlative, as befits the products they are advertising. And while we realize it is not quite fair to hold up Strathmore as an example for other struggling Direct Mailers, their recent sampling book simply must be mentioned.

It’s a 6¼” x 9¼” paper bound book advertising Strathmore Book and Strathmore All Rag Book papers—done in a way to win the admiration of a bibliophile. To demonstrate samples of these two papers, Strathmore had six noted designers and typographers produce their own interpretations of a frontispiece, first page and type page for Henry D. Thoreau’s “Cape Cod.” The result is a beautiful piece in which Rudolph Ruzicka uses wood engravings, gray ink, and Fairfield type on grey-white paper; Helen Gentry interprets with pen and ink illustrations, black Bembo type and sky blue tints on deckle edge paper; D. P. Updike employs a 5” x 7½” size, black Bulmer type, sea green silhouette; William A. Kittredge shows pen and ink illustration supported by bright yellow tints, Scotch Roman and Ultra Bodoni type.

A unique collection—all bound into one compact, useful and suggestive piece with an introduction by Carl P. Rollins.

PICTURE TESTIMONIALS

AN EXAMPLE of a good job well done is as effective a testimonial as the best customer’s recommendation. Barnes Printing Company, Inc., 229 W. 28th St., New York, uses a composite picture of various publications produced in their plant to get across the idea of quality printing, efficient service, satisfied customers. This picture—a photo montage printed in colors—fills an 18” x 22” sheet. Folded twice, the sheet is mailed with a short letter printed in colors on the front fold.

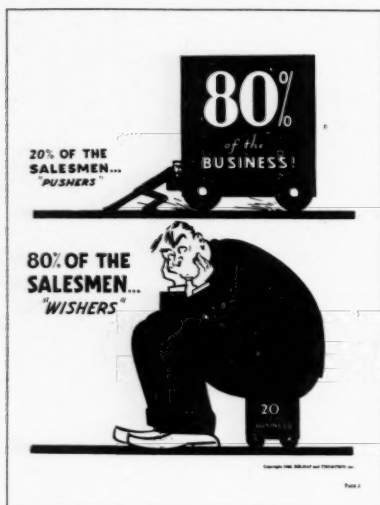
TESTIMONIAL REALISM

TO SELL ADVERTISING IN AVIATION, a McGraw-Hill Publication, Hunter Sneed uses (among other things) testimonial letters. But he adds realism to these testimonial letters by reproducing the letterhead in its actual color. When there’s no color in the letterhead design, he makes up for it by having the letters reproduced on good rag content bond—to give them “feel” and crackle. Says Hunter, “Doesn’t cost much more . . . and has increased the use of these testimonial letters . . . the salesmen like ‘em, use them more.”

ANOTHER PUSH BOOK

FOR SEVERAL YEARS NOW, along about this time of year, we have felt inclined to award the mythical Gold Palm to the Push Book issued by Belnap and Thompson, Inc., 309 West Jackson Boulevard, Chicago, Illinois.

Along comes the new Push Book for 1941 . . . and here we go again. We can't think



of any more flattering terms than were used for 1940 and 1939. It is the usual fine job of presenting the idea of sales contests and the listing of prizes alongside good editorials, esquireish cartoons and various sales stimulating devices. Even better than the 1941 Push Book itself is the new booklet entitled "The Truth About Salesmen" which accompanies the sample Push Book mailed to company executives. A Belnap and Thompson survey discloses the fact that 20% of the salesmen of this country do 80% of the business.

Continuing the B. & T. Analysis:

"Psychological analysis has determined that the '20-percenters' have what might be called a 'NATURAL incentive,' which automatically spurs them on to do the things that put them in the upper bracket.

"For some reason or other, the salesmen in the 80% group lack this 'NATURAL incentive.' They are satisfied if they can earn just enough to pay the rent, eat three square meals a day, and perhaps take in a movie now and then.

The Belnap and Thompson Prize Book Plan, with its Direct Mail campaign background, is designed to provide the *manufactured* incentive.

Hats off . . . to a fine presentation.

MORE ABOUT FORMULAS...AND GENIUS!

REPORTER'S NOTE: Following our October report of the debate at the Hundred Million Club . . . Nicholas Samstag had a few words to say in rebuttal. We print his interesting and provoking (of further debate) letter of November 25th as an additional contribution to a never ending subject: Formula vs. Philosophy. Anyone else want to join the round table?

Congratulations on a most difficult piece of writing—your objective report of the Formula debate at the Hundred Million Club. It had a fine impartiality all the way through.

I do want to take exception, however, to the word "genius" which seems to keep cropping up in these discussions.

What in the world has genius got to do with it? Almost every genius I ever heard of did his Creating in an Ivory Tower, communing only with himself and a muse or two. And when his chore was finished, woe betide anyone who dared to criticize. There is no wrath on earth like that of a genius having a comma changed.

Whereas group copy writing, as I thought I made clear so many times that it approached the boring point, is just the negative of this picture—a bunch of hard-working, hard-thinking copy men getting together to gang up on each other's writing.

Please, sir, let's keep That Word out of this battle—unless we re-define genius as "an infinite capacity for giving and taking pain."

* * *

And that brings me to Mr. Grinton's letter on Page 29 of the same issue.

The group system of copy writings has very little to do with Mr. Grinton's case. The group system pre-supposes that every member of the group is a copy *specialist*—and it is concerned with the promotion presentation of sales points *already agreed upon*. This too I thought I had made doubly clear.

Mr. Grinton is having *policy* trouble rather than copy trouble—and my advice to him is to relax. It is obviously part of his job—a concomitant of being a promotion man in this field—to have to consider other than promotion problems in writing his material.

I could see many reasons why Anabolic Foods, Inc., might want all its letters reviewed by its Legal Department, its Research Department and its Advertising Manager (who the other three company officials are, I have no way of knowing). The firm sounds as if it is in the health food business—and from my own experience I know how full of legal pitfalls the promotion picture can be in this field.

Mr. Grinton should take his copy after the executive sextet has combed the policy and legal dangers out of it—and then rewrite it in conference with the other promotion man in his company—probably the Advertising Manager.

We might then talk about this part of the procedure as "conference copy writing"—but the things that Mr. Grinton complains about are merely necessary preliminaries to avoid legal or factual trouble with the government or some trade association.

P. S. This business of calling anyone who claims he can write copy without a formula a genius is just another prop. In fact, what you are saying to all those who feel they must have a formula is, "Listen boys, we can't all be geniuses, and so if you admit you are just a regular person, you need a formula."

In other words, we are using genius to give the formula worshippers another excuse for their laziness. Why should they try to leave the formula behind when you have to be a genius to do it successfully?

AN UNCLASSIFIED CASE HISTORY

By SAMUEL E. GOLD, Sales and Advertising Manager,
Lignum-Vitae Products Corp., Jersey City, N. J.

Here is a case history on Direct Mail. A short, short one—but good.

About five years ago we were selling one customer about \$40.00 worth of a certain item. We had never seen this customer . . . because as you know we do 99% of our business by mail to about 700 different types of industries and fields.

I wrote this customer and asked him why he liked this product made of Lignum-Vitae and what it had superseded.

He came back with a letter telling me that Lignum-Vitae had superseded Brass—and cost half as much—worked 100% better and that he would even pay more than he paid before to get our product. He also gave me permission to use his letter for testimonial advertising purposes.

The industry into which this product went at the time had only 75 companies. I bought a list for \$3.00. It cost me \$8.00 to circularize them—and we sold 28 out of the 75—right off the bat. Today that industry has about 1800 in the field and we are selling 90% of them either direct or through jobbers and distributors. This product which we now make in over 100 different sizes and styles represents a good portion of our general business now—and in all the time that we have been selling the industry, which is about 5 years, I have not visited more than a dozen customers. All business is done from Canada to South America entirely by mail.

REPORTER'S Note: All of which goes to show what a well-directed letter will do—and what a surprising course of events can be stirred up by a single letter.

“TAKE A LETTER”

The following item, which appeared in the Cleveland Trust Bulletin, is reprinted here in tribute to the unsung heroines of Direct Mail—the gals who take all kinds of raving and turn it into letters:

—“Now look here, I fired three girls for revising my letters, see?”, said the Boss to his new Steno.

“Yes Sir.”

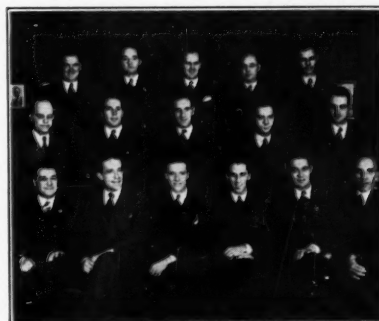
“All right, now take a letter and take it the way I tell you.”

And the next morning, Mr. O. J. Squizz of the Squizz Soap Company, received the following letter:

“Mr. O. K. of A. J. or something, look it up, Squizz, what a name, Soap Company, Detroit, that's in Michigan, isn't it? Dear Mr. Squizz, HmMMMM. You're a hell of a business man. No, start over. He's a crook, but I can't insult him or the bum'll sue me. The last shipment of soap you sent us was of inferior quality. I want you to understand . . . HmMMMM . . . unless you can ship . . . furnish . . . ship, no, furnish us with your regular soap, you needn't ship us no more period or whatever the grammar is, and pull down your skirt. This damn cigar is out again.

“Where was I? Paragraph. Your soap wasn't what you said—I should say it wasn't. Them bums tried to put over a lot of hooey on us. Whadda you flappers want to paint yer faces up for like Indians on a warpath? We're sending back your last shipment of soap tomorrow. Sure, we're gonna send it back. I'd like to feed it to 'em with a spoon an' make 'em eat it, the dirty bums. Now read the letter over—no, don't read it over, we've wasted enough time on them crooks, fix it up and sign my name. What do you say we go out to lunch?”

M. J. (JACK) LACY has completed the first series of the New York version of the Lacy Institute. The Lacy Institute conducts a practical and effective course in advanced salesmanship, public speaking and personal development. Jack has been holding his



sessions on Wednesday evenings in The Direct Mail Center, 17 East 42nd St., New York. The picture shown above was taken on closing night before the famous fireplace. The second New York course will start January 15, 1941.

WORD OF CAUTION

JACK CARR of Lutz, Florida, in answering our letter concerning percentages of returns, reminds us (correctly) that there are many cases when returns from any definite mailing or media cannot be determined in definite percentages. He quotes the case of a coal and fuel company in Atlanta which uses all recognized mediums of advertising. No one mailing could be credited with definite statistical returns.

“Consider the case of the Ozark Fisheries. Bob Cramer makes two mailings a month but uses no other form of advertising than my letters. He says his business has more than doubled in volume over the preceding year for the last three years, so why should he worry about the percentage of return from any particular letter.

“You've known cases where replies were received in response to a mailing many months and sometimes years after the mailing was made. To my mind you can compare the mailing of a letter to the dropping of a pebble in a pond. Or the shooting of an arrow into the air. No telling where you will discover the darn thing a long time later on.”

And Jack of course is right. A lot of people go haywire on advertising and especially Direct Mail, because they do not realize that long years of planned advertising and satisfactory service have built a reputation which makes a satisfactory return on an individual mailing possible.

ADVERTISING BUDGETS UP

IT'S INTERESTING to note that Paul B. West, President of the Association of National Advertisers, reports that 56% of the members who have already set budgets for 1941 expect to boost their expenditures; 38% will spend approximately the same amount as this year. Only 6% indicate a lowering of budgets. Although there is some shifting in the use of media, the majority plan no great change. A previous analysis of an A. N. A. Budget Poll made by this reporter in 1938 indicated that national advertisers spend approximately 27.55% of their appropriation for direct advertising which includes printed sales promotion of all kinds.

MAKING LARCENY EASY

SEVERAL SUBSCRIBERS have sent us recent examples of post cards mailed by "Stamp Exchanges" offering to buy unused United States Postage Stamps of all denominations at discounts running from 5% to 10%.

Those sending samples expressed the opinion that the indiscriminate mailing of such offers tends to increase the probability of stamp larceny. Such cards mailed to large business organizations are seen by office boys, mail clerks, stenographers, etc. The offer of an easy way to sell postage stamps (and receive cash remittance by return Air Mail) is bound to make the pilfering of office stamps seem like an easy way to make money.

If the Post Office must condone the purchase and sale of unused postage stamps, they should insist that the business transactions between the Stamp Exchange and its customers be carried out by personal (sealed) correspondence between the Exchange and the financial executives of the stamp-selling organization.

CASE HISTORY OF BOND SELLING

During the current Reporter survey to determine "readership" of Direct Mail we asked James William Bryan, Chief, Information Section, Division of Savings Bonds, U. S. Treasury Department, to bring us up-to-date on the sale of Baby Bonds by Mail. Even tho' this report brings us back to another 2% average . . . there are ideas in Mr. Bryan's observations for every Direct Mail user. A sales expense of 1/2 of 1% is worth serious study.

Concisely, we send an average of 100,000 letters per day, and we get back about 2,000 orders. A significant thing, however, is that, if there is a break in our program as sometimes happens, there is but slight letting up of our replies. How long this would continue without being reinvigorated with additional mailings, I do not know.

I do know that the longevity of our mail order material is remarkable. Scarcely a day passes that we do not receive substantial orders on order forms which accompanied mailings made more than 5 years ago. Perhaps we have wrought better than we know and have built up a tremendous "reserve" of additional sales which would flow into the Treasury for many years should we cease our activities.

When it comes to returns expressed in the amount of "goods" moved through the mail, that is quite another thing. True, we are selling United States Savings Bonds, but there are many things to a mail order sale other than the excellency of the product. Obviously, we must compete with every other demand, desire and urgency for every dollar that is invested in these bonds. Then, after the bond is purchased, every solicitor—from insurance to muskrat farms—is after the investor to cash his bond and give him the money.

In 5 years over 15,000,000 bonds have been purchased. These have a maturity value of over \$4,000,000,000. Only about 10 percent of the total amount invested has been withdrawn over these years. Every 12 letters, with enclosures, mailed result in \$250 cash coming into the Government—either directly through the mail, or from the post offices and the several Federal Reserve Banks.

Our total costs, including all overhead, personnel and other expense, as well as postal charges which, though a frank is used, must be accounted, is actually less than 1/5 of 1 percent. Our actual returns in mail orders, without consideration of post office sales, show about 1/2 of 1 per cent including postage and all other expense incident to the mail campaign.



who said 2%?

An Ahrend customer, the Centre Brass Company, received over \$5,000 in orders for a \$5 item, after mailing 3000 letters.

Another Ahrend letter recently produced 24% response. And that's not all. . . . General Research survey letters and questionnaires invariably bring in a response of from 10% to 40%. The combination of 49 years of experience, plus the personalization of the Ahrend Process Letter, makes such results possible.

The D. H. AHREND COMPANY, Inc.
52 DUANE STREET • NEW YORK CITY • WOrth 2-5892

PROFITS BY EXPERIENCE

Approximately 200,000 people buy Savings Bonds each month. Under our Regular Purchase Plan we bill the many thousands enrolled for the purchase of bonds each month. Repeat customers account for 78 per cent of those buying Savings Bonds each month.

We have definitely proven that the individual personalized letter, addressed and signed, and made to simulate a typewritten individual letter, pays many times over the extra expense of doing it right.

We have at tremendous cost learned that it is not how little you may spend on literature, but rather how much will the proposition stand for the best results. Each piece of literature we issue must be better than its predecessor. The judicious use of color is the cheapest and the quickest way I know of to secure attention, conviction and results. We employ the best artists available, our preparation costs are high, but our editions are tremendous, running sometimes as high as 20,000,000.

We maintain 9,000,000 names on addressograph plates. These are turned over 3 times a year, and are carefully checked and rechecked. The use of an out-of-date mailing list, or one composed of the wrong prospects, is like dressing up and having no place to go. It is the quickest possible way to lose money in a mail order campaign. The procurement, plating, filing, checking and handling of our lists are included in our cost for the mail campaign.

We find there is a vast difference—yes, a greater difference than I ever dreamed—in the pulling power of copy. We have learned that the best copy has as its foundation—courtesy, as its motive power—news, and as its main structure—clear, succinct information. No one ever has been asked to buy a United States Savings Bond. We do not attempt to sell these bonds but we do try to have them bought.

Savings Bonds are treasured possessions in millions of American homes, the most widely held security in existence, and are household words throughout the nation—all of which has been accomplished in a little more than 5 years' time, and almost entirely through the mail. There has been no conspicuous talent, no noteworthy plan, no long-haired genius, behind this extraordinary acceptance. We have merely selected a good mailing list and kept everlastingly at it.

DRAMATIZING PAPER

IF YOU WANT to see a good job of dramatizing a product, try to get a copy of the new booklet, "The Trapping of 'Tough Joe' Speck," from the Eastern Corporation, Bangor, Maine. It's a 6" x 8 3/4" booklet advertising Atlantic Bond. Front cover is die



THE TRAPPING OF 'TOUGH JOE' SPECK

I'm "Tough Joe" Speck, the big bad boy of Sprucewood Junction. I can lick anything, including paper-making machinery. My one ambition is to land on the smooth, white surface of a fine bond paper like ATLANTIC. Right smooth is the watermark. Hah! Hah!

cut to resemble prison bars, and through the bars can be seen the first page illustration of "Tough Joe" Speck—an excellent cartoon of a toughy. The same Frank Etienne cartoons are used throughout, to tell the story of "Tough Joe's" ambition to land on the smooth, white surface of a fine bond paper—and how he is trapped by the Atlantic paper machine. Interesting humanized story, climaxed with samples and printed specimens of Atlantic Bond.

Worst Direct Mail flop ever reported . . . was recent test mailing of "noted publisher" . . . to secure subscriptions. Four hundred words of correct descriptive copy . . . a simple order form. No answers. Why? Forgot to state price. Who did it? THE REPORTER. Made second mailing to same list with two color drawing of editor—entitled "Is my face red." Sent corrected order form . . . which is working fairly well. Oh my!

ARTOGRAPHIC

**AMAZING NEW PICTORIAL ADVERTISING PROCESS
THAT TURNS YOUR ENVELOPES INTO "SALESMEN"**

Your advertising message is carried
"postage free" when you use Artographic.

A picture of your product or plant . . . or a picture showing your products in use . . . can now be reproduced to cover entire back of your envelope.

Clip Coupon and Mail Today

CURTIS 1000 INC.

Gentlemen:

Send us samples of Artographed envelopes and give complete details about this new "pictorial advertising" process.

Name _____
Firm _____
Street _____
City _____ State _____

Write to nearest plant

CURTIS 1000 INC.

342 Capitol Ave. - 1000 University Ave. - 1814 E. 40th St.
HARTFORD - ST. PAUL - CLEVELAND



NEWS for HI-TIMERS

SIX MONTHS . . . since HI-TIMER Movement started. Idea grew quietly . . . without artificial stimulants. "Letter To Three Sons" printed in June 1940 *Reporter*, introduced HI-TIMER objectives:

1. To counteract all efforts to undermine our American Democracy.
2. To protect America from the enemies of our peaceful pursuits.
3. To examine all propositions that America should be changed.
4. To maintain the rights which belong to us as a free people.
5. To resell America to all who have been poisoned by destructive propaganda.
6. To recognize that it is Hi-Time we all do something about the indifference toward America's future.

Without ballyhoo, Movement has grown into endless chain of printed or personal contacts. The letter (containing HI-TIMER suggestion) has had more than *two million* reprintings . . . and seventy spot-broadcasts of Y.M.C.A.'s dramatized version. Hundreds of business organizations made mailings about idea to customers . . . those customers, in turn made mailings to *their* lists.

In addition to letters and bulletins enclosing reprints, hundreds of house magazine editors featured idea.

MOST FAR-REACHING promotion so far has been accomplished by Harrison Sayre, Managing Editor of American Education Press, 400 South Front Street, Columbus, Ohio. Mr. Sayre, in September, advanced HI-TIMER idea in three weekly *Current Events* publications which reach 500,000 teachers and students in grade and high schools. He estimates that 400 schools have definitely organized groups . . . with emphasis laid on fact that *individual* working through contact groups, can further protection of democracy. Those interested in school angle should write . . . Harrison Sayre, The American Education Press, Columbus.

HI-TIMER idea has been main topic for numerous meetings. Local Rotary, Lions, Exchange, Kiwanis Clubs . . . American Legion Posts and others discussed HI-TIMERS and "*War In The Mails*." In one case, HI-TIMER idea was theme of convention. (District Managers of Metropolitan Life used it at Atlantic City).

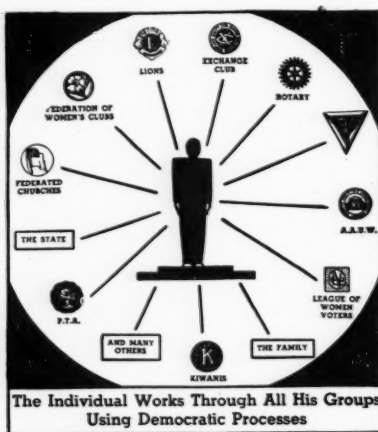
All over the United States, groups and individuals are working quietly and independently . . . focused on one objective "It is *Hi-Time* we are all doing something about this America of ours" . . . fighting destructive printed propaganda with *good sense*.

Because whole subject of subversive activity in United States is related to *use and misuse* of the mail . . . THE REPORTER contributes this space for review of HI-TIMER activities . . . and for giving . . . Tips to HI-TIMERS.

TIPS FOR HI-TIMERS

"SPEAK UP FOR DEMOCRACY"

. . . by public-relations-expert Edward L. Bernays (published by the Viking Press, 18 East 48th Street, New York City) is a 128 page, 8½ x 11 book which every HI-TIMER should read. Price \$1.00. Order from book store or publisher. A practical plan of action for all Americans. An authoritative answer to the question "What can I do to help?" Put this on your MUST list.



READ THE DIES REPORT

Send 50c to Superintendent of Documents, Washington, D. C., and ask for copy of (now being reprinted) Dies White Paper, recently mentioned in all newspapers. (Evidence collected by Dies Committee against German Railroads, German Library of Information, Transocean News Service, American Fellowship Forum and other Nazi organizations working to undermine America.) Don't expect anything sensational or hysterical. An excellent factual presentation. It leans backward in being conservative . . . because Dies Committee restricted itself to statements supported by indisputable evidence.

RIDICULE MAY HELP

Another book HI-TIMERS might enjoy . . . published by Vanguard Press, Inc., 424 Madison Avenue, New York City. Its title . . . "Mr. Smith and Mr. Schmidt" . . . a story in pictures by Ben Martin. Price \$1.25. The first *humorous* presentation of difference between Democracy and Dictatorship. Mr. Smith is an American citizen, Mr. Schmidt is a German. Just a few lines of copy on each page . . . rest of space devoted to Ben Martin cartoon.

LEARN HOW THEY STAND

HI-TIMERS are urged to continue contacting by letter (or in person) their Representatives in Congress. Suggest that in the next Congress there should be determined action to give FBI and Post Office wider powers in barring foreign agitators. Watch the reactions you receive from your Representatives. For example, one HI-TIMER wrote to Kansas Senator Clyde Reed. He received an amazing reply which included:

"I believe in the right of free speech and free press and that does not exclude the Germans or the Japanese or the French or the British or anybody else who keeps within constitutional and statutory limits of the United States of America. As a matter of fact, we get probably ten times as much British propaganda as we do all other sources combined."

Senator Reed should visit *Research Library of Dies Committee* in the House Office Building. He wouldn't have to walk far . . . and he would be able to answer his constituents in more intelligent manner.

PROPAGANDA THRU NEW CHANNELS

Watch your magazines and local newspapers for evidence of latest propaganda strategy. In every country attacked by Nazi Germany so far, there has first been a mail campaign *openly* sponsored by German Agencies (such as German Railroads and Library of Information). The second phase (and more subtle) is thru established national publications. Some publishers fall for racket without understanding that they are working in support of Nazi objectives. For current prize case of *vicious appeasement*, see December issue of *Scribner's Commentator*. Whole issue devoted to "No possible harm to America" appeasement policies of Lindbergh, General Wood and others. A "picture gallery" ridicules and condemns such people as Harvard's James Conant, Johannes Steel, Walter Lippmann, Archibald MacLeish, Raymond Gram Swing and others who have been *defending America* over the radio or by the printed word. Read the December issue of *Scribner's Commentator* . . . and then make note of this fact:—the shoddy fellows on Times Square, New York, who hawk Father Coughlin's radical *Social Justice* . . . if properly interviewed, will tell you to buy *Scribner's Commentator* because it "tells you how we stand on these patriotic issues." (For description of "America First" see the next item.) What next?

It is rumored (and suspiciously obvious) that one large newspaper chain has fallen for the appeasement racket which wrecked France . . . the same appeasement racket which Hitler has claimed will disrupt America and make it powerless. What can you do? You can use the mail in

a very effective way. Editors, believe it or not, are affected by letters from readers.

AMERICA FIRST (for what?)

Watch out for *new organizations* with patriotic names such as American Fellowship Forum, American Student Union, American Patriots, etc. Investigate thoroughly before you get tied up with any of them. The new organization to watch is the America First Committee (a good name). Youthful father of movement is R. Douglas Stuart, Jr., who organized group at Yale after Colonel Lindbergh set off the fireworks with statements such as "the totalitarian states are bound to win this war"; "we must make our peace with the new powers in Europe" and "Nazi-German victory is inevitable." Stuart secured for Chairman General Robert Wood of Sears Roebuck who is well known as a pacifist-isolationist, and whose article in *Scribner's Commentator* (previously mentioned) is platform of the America First Movement. Careful analysis of platform shows wording similar to propaganda issued by German Library of Information or by Board of Trade for German-American Commerce. Committee for America First represents a peculiar group of interests. John T. Flynn . . . an Irish pacifist who supports radical, anti-everything sheet "Uncensored" direct mailed from Washington. . . . Others on America First Committee include William R. Castle, Kathryn Lewis, Hanford McNider, Mrs. Senator Burt Wheeler and other isolationists. What is common denominator of the thinking of this group? Bluntly . . . "no danger to us from Hitler" . . . "obstruct all aid to Britain" . . . "ap-peasement to Hitler."

America First Committee is *flooding the mails* with pamphlets containing speeches by Senator Wheeler, General Robert Wood, Colonel Lindbergh, and others.

Watch out for all such movements. Fight any "patriotic" organizations which promote the disruptive propaganda of the dictator nations. That propaganda is primarily designed . . . to divide our thinking and . . . to keep us *soft*. Our America can be protected . . . it may (God willing) avoid war . . . by NOT BEING SOFT.

FOOD and MONEY RACKET

Watch out for German food and money racket. The German government, thru agencies such as Fortra and Mitropa, is *circularizing* German-Americans asking them to purchase "liebesgaben pakete" . . . (gift of love packages). They offer various packages of food to be delivered to friends in Germany. Analysis shows price mark-ups as high as 2500%. Packages in one case consist of 21c worth of food for which donor pays \$6.50. Food is *supposedly* delivered from German warehouses, but money is kept over here to be used (for WHAT?) . . . *propaganda purposes*.

SEARCH FOR SOURCE

If you are working to promote and protect democracy . . . *watch out for criticisms* directed at you or your work. *Don't disregard criticism*. Jump in immediately and discover *source of the criticism*. Here's an interesting example: The Welfare and Recreational Association of Public Buildings and Grounds in Washington, D. C. (a non-profit cooperative organization which

operates the cafeterias and recreational facilities for the government employees), distributed "Letter To Three Sons" at the cafeterias.

On November 9th, a Mr. Hugh Miller, Chairman of (get this name) *Washington Committee for Democratic Action Chapter of the National Federation for Constitutional Liberties*, wrote two page letters to President Roosevelt and to Attorney General Robert H. Jackson . . . complaining about Capt. Hoover's (General Manager) distribution of this *propaganda*. Mr. Miller claimed that the distribution of "propaganda literature" by the Welfare Association was a "method of procedure bearing inherent dangers to our civil liberties." . . . "that such activity, if countenanced, will be destructive of the rights of free speech, free press and the other civil liberties guaranteed by the Bill of Rights." We put our Washington investigators on the trail. Hugh Miller has an office next door to a CIO Communist controlled union. His organization is a *Communist party* stooge created after dissolution of the American League for Peace and Democracy. National secretary is a Milton Kemnitz, known as a *Communist party* member.

So . . . it goes to show . . . watch out for criticism and track down its source. Well-directed publicity will spike the guns of the *fakers*.

HAND-OUTS PREVALENT

HI-TIMERS should keep their eyes open for *personal distributors* of Nazi and Fascist ideologies. There is considerable evidence supporting the fact that the foreign governments have organized volunteer groups of well-to-do *American women* in many of our important cities . . . to distribute pamphlets to their friends. They think they are working in a good cause . . . but *that cause is anti-American*. We already have a partial list of such women in New York. (They'd be surprised.)

German propaganda (*printed in Germany*) is now being *repackaged* in Japan. The packages are readdressed and stamped with Japanese stamps and are shipped in Japanese boats to be *delivered free* by United States postmen to the disseminating individuals in the United States.

KNOW THE FACTS

During the coming months you will be hearing over the radio and reading in the press, discussions concerning the International Postal Union Treaties. Hi-Timers should *know what they are talking about* when these Postal Treaties are discussed. We therefore suggest that you ask Mr. Lamie, Superintendent of the International Postal Service, U. S. Post Office Department, Washington, D. C., to send you his mimeographed outline, summary and descriptive history of the International Postal Treaties. It will bring you up-to-date on what the Postal Treaties are: why and how they were made.

BEHIND THE SCENES

"THINGS" HAVE BEEN QUIET on the "War in the Mails" front . . . due to pre-election hullabaloo, the post-election let-down, "holidays," etc., etc. But don't think that there has not been activity behind the scenes. Don't let anyone tell you that the Dies Committee has not done a thorough and conscientious job on the mail situation.

The first story concerning this case pub-

lished last May *did not even scratch the surface*. The foreign boats coming into West Coast ports are pouring tons of Italian, Japanese, German and Russian propaganda into the Post Office trucks. The United States Government is delivering this propaganda *free of charge and without any censorship whatsoever*. In the early days of the Postal Treaties no one anticipated that any country would deliberately attempt to use the mail for the purpose of influencing the citizens of another country to change their form of government. The change in Russian Government started the world-influencing movement. Today—four large dictator countries are using the slave-produced product of the printing press (mailed under their cheap "counterfeit" postage stamps) to influence and disrupt residents of the United States. It is a gigantic fraud, made possible and economical through our lenient laws and the provisions of the International Postal Union which provides free distribution in the country of receipt.

Would a law preventing a foreign Government from using the mails for pernicious propaganda constitute a breakdown of freedom of speech and freedom of the press? We say *NO*. (And many attorneys agree.) It is Hi-Time all of us realize that our *freedom* also involves our *duty*. Freedom exists only as long as we accept the *duty not to misuse that freedom*. Why should disruption-seeking foreign governments enjoy our freedom of speech, freedom of press and freedom of the mails when they do not accept the DUTY to uphold the principles of that freedom?

We are not free (at this moment) to reveal the exact nature of the next step . . . but the next step is poised . . . and it won't be long now. When a decisive step is announced . . . help it along by voicing your opinion in no modest manner.

Many people have asked our opinion of the Dies Committee—with the query "Should it be continued?" Our answer is to reprint one of best cartoons of the month . . . (from the *Milwaukee Journal*). It was printed under the heading "Keep a Trap at the Rat Hole."



To this we say AMEN. The Dies Committee is the only Federal Agency with unlimited (1) Power of Subpoena and (2) Power to create (by publicity) demand for legislation to make other Federal Agencies more powerful in dealing with propagandists and spies. The Dies Committee may succeed in cleaning-up the mails. More power to it!

★ ★ ★ ★ ★
MORRILL
Presents



★ In 1840 we wished you our first Merry Christmas -- a hundred years later, we are privileged to do the same.

★ As has been the case for more than 100 years, Morrill has led the way. Anticipating the miraculous swing to COLOR, we prepared months in advance; with the result that our eleven new Specialized Ink Manuals are available to help you meet the COLOR problems of 1941.

★ Whether for book match covers or twenty-four sheet billboards; whether burlap bags or wrapping paper; whether corrugated boxes or the most beautiful magazine cover, Morrill has a line of Specialized Colors.

★ It costs no more to use this new Specialized Color service. Let our representative tell you more about it.

★ == It's COLOR for 1941!

GEO. H. MORRILL CO.

Division - General Printing Ink Corporation

100 SIXTH AVENUE, NEW YORK, N. Y.

Boston · Philadelphia · Chicago · Detroit · St. Louis · Fort Worth · Minneapolis · San Francisco · Los Angeles · Seattle

★ WHAT TO DO WITH RESOLUTIONS

★ L. ROHE WALTER, President of the Direct Mail Advertising Association tells us that he wrote personal letters to President Roosevelt, Postmaster General Walker and all members of the Post Office and Post Roads Committees of the Senate and the House . . . following the D.M.A.A. Convention in Atlantic City. Mr. Walter advised all of these gentlemen of the resolution passed by the D.M.A.A. as follows:

★ "BE IT MOVED that The Direct Mail Advertising Association go on record as endorsing the present campaign undertaken by *The Reporter* of Direct Mail Advertising, the newspapers, and others to free the United States Mails of foreign propaganda designed to injure America and its institutions and that copies of the resolution be submitted to the Post Office Department and to all Federal Agencies who may have the power to free America from this threat to the freedom of America."

★ *Reporter* readers who belong to organizations which might have some influence in Washington . . . are urged to get similar resolutions passed and are also urged to have copies of those resolutions forwarded to the proper officials in Washington. Foreign propaganda should be barred from the mail. Barring it will not injure our freedom of the press or speech. It will simply *limit* freedom of the press and speech to *Americans*. No foreign government should be allowed the use of our mails for the purpose of undermining American Democracy. And no foreign government should be allowed the use of our mails for any publicity purposes without paying for it . . . at a profitable rate.

★ COSTLY COMPLIMENTS

★ THE FOLLOWING LETTER brings up an interesting point:

★ "If only to comply with all the requests for LINDE LINES that have come in as a result of your very gushy review, Henry Hoke-e, henceforth, I'll have to increase my run by another 1,000 copies. Six issues ago LINDE LINES, which you so nicely describe as the world's best something or other, started life with a circulation of 850. Now, 2,500 folks receive our effort to help keep ad men and printers better informed. Many of these new recipients of LINDE LINES are directly traced to previous "raves" in previous issues of *The Reporter*.

★ "Therefore, Henry Hoke-e, knowing that your columns are read should offer you as much to be thankful for as I find from the kind words you always say and write about LINDE LINES."

★ Here's the point: Compliments by *The Reporter* sometimes prove costly . . . but we don't know what to do about it. We compliment mailing pieces, house magazines or campaigns because we believe them to be really good. In the case of LINDE LINES which is a purely *local promotion* in the New York and Newark area, requests from all over the country to be placed on the mailing list works a hardship on the house organ editor . . . who wants to be a good sport, but who doesn't want to wreck his advertising budget. We therefore ask the readers of *The Reporter* to use care, discretion, caution or what-have-you, in requesting specimens of material mentioned in these columns. National organizations, of course, like national contacts. But remember that local advertisers must watch free distribution of specimens with an eagle eye. Make your requests *conservative* and *reciprocal*.

NEW BOOKLETS AND FOLDERS WITH QUALITY AND EYE APPEAL

These advertisers have found the secret for producing booklets and folders of quality and sales effectiveness far beyond their moderate cost.

Each piece is printed on Polychrome Dull Coated Book—a paper made by a new process expressly for booklets and folders. It is entirely free from glare yet fine screen halftones come up beautifully. It is easy to print—no fuzziness—no filling-up of halftones, and it has fine folding qualities. White and eight pastel colors harmonize with either product or season.



Masonite Annual Report

Like an increasing number of other corporations, Masonite features company products and other human interest pictures in their report to stockholders.

Ted Weems

Here an impressive folder does a good job of selling an orchestra with pictures and copy.

Appliance Switches

This Cutler-Hammer catalog uses ivory and black printing very effectively on blue Polychrome. It also illustrates each switch with a photograph and a detail drawing.

Wright Catalog

Black and maroon ink on gray Polychrome make an attractive combination in this 52-page book of office equipment.

Bethany College

Black and silver on pastel green is the pleasing combination used for this large picture folder of college activities and buildings.

Five-Booklet Series

This series by the Laundry-owners National Association illustrates the versatility of Polychrome. Each booklet is of a different color and printed with a different colored ink, thus increasing attention value by complete color change-of-pace.

USE ANY PRINTING METHOD

Polychrome handles equally well on all types of equipment—letterpress, offset, multigraph or multilith—and takes pen-and-ink writing perfectly. With the offset type of printing, photographs reproduce more sharply than on conventional offset paper.

WHEN TO USE POLYCHROME

It is made primarily for high quality folders, books and booklets. However, while Polychrome is rich in appearance and feel, it is not an expensive paper.

In addition to the typical uses illustrated to the left, here are a few others in which Polychrome is filling a recognized need:

1. For booklets and folders featuring seasonal merchandise or products which can be accentuated by pastel colors. Polychrome comes in white and eight fresh clear tints—Green, Orchid, Ivory, Blue, Tan, Rose, India and Gray.
2. Anniversary booklets, or picture books, containing impressive illustrations. It is a finely coated non-glare paper.
3. College and High School Annuals. Its photo reproduction qualities and reasonable cost make it popular in this field.
4. Frequently the content of a booklet requires the use of both uncoated and coated papers combined in the same issue. Polychrome is ideal for this use as it contains no shine to contrast with the uncoated pages.



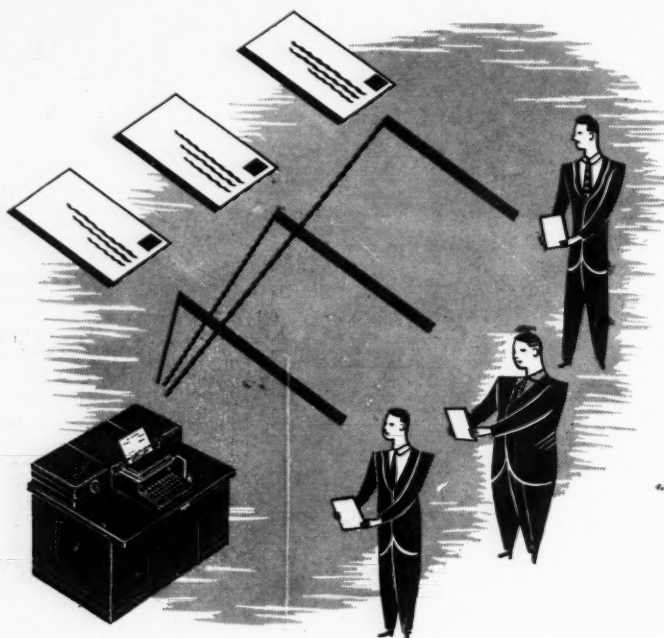
FREE "IDEA PACKET"

This portfolio contains a number of pieces which demonstrate the remarkable printability of Polychrome as well as complete range of color samples. There are also several unusual pieces of interest to the creative advertising man in search of new direct mail ideas. Your copy is ready without cost or obligation. Please request it on your business letterhead.

This entire page is an advertisement of

THE APPLETON COATED PAPER CO.
1140 WISCONSIN AVENUE
APPLETON, WISCONSIN

Be sure to send for the free "Idea Packet" offered. It will prove a big help to you in planning effective booklets and folders.



PERSONALIZE YOUR LETTERS WITH THE AUTO-TYPIST

Friendly and personal . . . or formal and forbidding? Which type of letter do you like to receive? Well sir, your customers have the same reaction.

Treat them to a friendly and personal salutation when they open your message, and get **REPLIES** heretofore unobtainable through ordinary mailings.

THE AUTO-TYPIST permits insertion of individual names—special data—fill-ins—dates—also dictated and stock paragraphs that **AUTOMATICALLY** "custom-tailor" as many as 200 personalized letters per day. Remember—the cost is amazingly low when you find results can be **10 TIMES GREATER**.

AMERICAN AUTOMATIC TYPEWRITER CO.

610 N. Carpenter St.
CHICAGO

320 Broadway
NEW YORK CITY

Strand House
LONDON

MAIL THIS COUPON

Mail this coupon
to our nearest
office. Learn how
AUTO-TYPISTS
can help your
sales and collec-
tion problems.

NAME _____
ADDRESS _____
CITY _____ STATE _____

DIRECT MAIL ASSIGNMENT

THE 4TH SCHOOL OF DIRECT MAIL ADVERTISING ended another 12-session course on November 26 in the Direct Mail Center.

This season we tried something new. In addition to the lectures and questions and answers, we gave the students an assignment project . . . to give them a chance to put into practice some of the facts they had learned—to let us know how much they had absorbed and to give them graded samples of their work for their own use. Here is what they were asked to do:

1. Make a *fact analysis* of your company (or a fictitious company). List every single fact you can, to have a complete, up-to-date knowledge of the basic facts and factors that constitute the business and market and influence your advertising, sales promotion, and administrative program. Group facts according to: the company; the product; the market; the method of distribution or selling; the presentation of sales message; the media used; the objectives.
2. Select the best appeals to sell the largest number of prospects. Pick major and supporting appeals.
3. Determine format and proportion of the three types of sales messages and give reasons why.
4. Plan, design, and write copy for a folder or a booklet to be used in this campaign.
5. Write a selling letter to go with the folder or booklet.
6. Write a "thank you" letter to a new customer.

We're proud of the work turned in by the students. As we expected, too many still place too much emphasis on an idea, a copy angle, a headline—without thinking the problem through and determining whether or not that particular appeal is best for their needs.

But the majority of the assignments turned in show that we have succeeded in making the last class fully aware of the importance of analysis and plan in.

First prize went to Miss Florence W. Towle of Newson & Company, 72 Fifth Avenue, New York City. Miss Towle's Fact Analysis alone filled 11 typed sheets, single spaced. But not a bit of the material was unnecessary—and it certainly helped her in the logical planning and presentation of her advertising message.

"Dig for facts," we tell 'em, "and you'll come up with ideas."

Try it yourself sometime.

THE REPORTER

TO VISIT REPORTER

C. R. ANDERSON, Secretary-Treasurer, American Business Writing Association, Urbana, Illinois, tells us that the Association will hold its annual meeting at the Hotel Biltmore, New York City, December 30-31. Professor Alta Gwinn Saunders of the University of Illinois, is general chairman, and Professor N. W. Barnes of Columbia, is local chairman. One unusual feature of the convention program is a scheduled trip by all delegates to The Direct Mail Center on December 30th, where specimens, campaigns and library material will be inspected. There may be an idea there for other program planners. The Direct Mail Center welcomes all visitors . . . and especially organized groups who are interested in improving Direct Mail and business correspondence.

CANADIAN MAIL LEADERS

OUR FRIENDS in Canada also have an Annual Direct Mail Leaders Contest. They select 25 campaigns instead of the 50, plus Honorable Mentions by the D.M.A.A. in the United States. The 1940 list has just been released. The most interesting feature about this list to *this reporter* is the fact that the Post Office Department of Canada, Public Relations Branch, is one of the 25 Leaders with the account handled by the Walsh Advertising Company Limited of Toronto.

Wish our Post Office Department could be as progressive and could undertake a public relations job with a real Direct Mail Campaign. And, why not?

CHAIN LETTER

THIS RATHER DIFFERENT chain letter is going the rounds now:

"Dear Friend:

"This chain was started in Reno in the hope of bringing happiness to all tired businessmen. Unlike most chains, this does not cost any money. Simply send a copy of this letter to five male friends, then bundle up your wife and send her to the fellow whose name heads the list. When your name works up to the top, you will, in turn, receive 15,176 gorgeous girls.

"HAVE FAITH—DON'T BREAK THE CHAIN.

"One man broke the chain and got his wife back!"

Reprinted from VIA POST, h.m. of the Albany Publicity Service, Inc., 40 Howard St., Albany, New York.

THE REPORTER

YOUR MIMEOGRAPH

+

VARI-TYPER
REG. U.S. PAT. OFF.



= 75%

EXTRA PROFITS

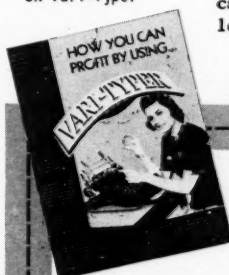
Y

OU haven't begun to enjoy the savings possible with your Mimeograph duplicator if you haven't teamed it with a Vari-Typer. For on this simple electrical instrument, your own typist taps out profits averaging 75% for you in two important ways: 1. Vari-Typer's changeable type plates provide an endless variety of types and compact type layouts. So, many forms, lists, bulletins and advertising jobs you are sending to the printer can now be accommodated ---in 1/10 the time, at 1/4 the cost---on your own Mimeograph. 2. On multiple-page jobs, it cuts down the number of sheets required, cuts running time, supplies and postage all to a minimum. Statements and other large, single-sheet jobs can be condensed for the Mimeograph eliminating costly manifolding and delivering clear originals for every one. Further---the Vari-Typer is scientifically designed to write sharper stencils that run uniformly clean and run longer. Your choice of ten or twelve of its 300 types faces injects beauty, variety and selling punch into every job and eliminates the need for hand-lettering and underlining.

Text type set
on Vari-Typer

EXECUTIVES: this portfolio is packed with ideas. You can have one, free of charge or obligation. It's a painless way to increase profits. Send the coupon---now....

Cut this coupon to cut your costs



RALPH C. COXHEAD CORP.

Vari-Typer Building 333 Sixth Avenue New York, N. Y.

Please send your portfolio, "How You Can Profit by Using Vari-Typer", Also special Mimeograph data and samples.

Name _____

Company _____

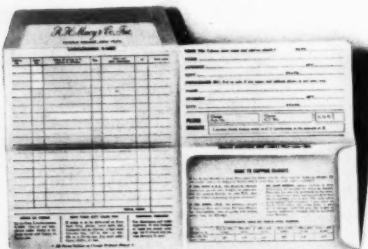
Address _____



You Wouldn't Use A 1910 Model In Your Catalog—Why Use Out- Dated Order Form Material?

You've streamlined your catalog with new type faces—modern artwork and photography—but chances are your order blanks are way back in the horse and buggy era.

Don't let your order form presentation be just an afterthought. Make sure you cash in on all the thought and care that went into the preparation of your catalog by using ORDER-VELOPES—the catalog order form enclosure now being used by such representative concerns as Lord & Taylor, R. H. Macy & Co., B. Altman, John Wanamaker, Gimbel's and many others.



ORDER-VELOPES are the scientifically designed order form-envelope combination with the completely formed envelope pocket that invites confidence for the enclosure of cash or check remittances. Your customers are sure to appreciate the convenience of a return envelope, and the one unit construction of the ORDER-VELOPE insures retention of this envelope until ready for use. It cannot become separated from the order form and lost, as is so often the case with separate order form and separate envelope enclosures.

ORDER-VELOPES guarantee that your orders will be received in a uniform manner for easy handling. One piece construction keeps the postmark right on the order for purposes of check-up if necessary.

Modernize your order form material now—with ORDER-VELOPES. For a demonstration of how ORDER-VELOPES will increase the productiveness of your catalog, send us two of your present order blanks, together with your quantity requirements.

We'll submit an ORDER-VELOPE dummy and price quotations for your consideration. No obligation, of course.

THE SAWDON COMPANY, INC.
230 Park Ave., New York, N. Y.
Murray Hill 6-1566

Bind-In-Velopes • Combine-Velopes
Du-Plex Envelopes • Pocket Invoice Labels

NO CHRISTMAS PRESENTS

W. T. Kelly, Jr., General Purchasing Agent of The American Brake Shoe and Foundry Company, 230 Park Avenue, New York, mailed the following multigraphed filled-in letter to their list of supply sources.

Gentlemen:

We would like to express our feeling in regard to sending presents to the employees of our Company at Christmas time.

While we fully appreciate the spirit of Christmas gifts, we know you will agree that the practices of years ago make some people still misunderstand them.

As some companies still continue this Christmas custom, we are writing to all our connections to suggest its discontinuance.

We would be grateful for your cooperation in this respect.

Reporter's Note: Although the above letter might have to be improved to rank as a perfect specimen of business correspondence . . . most of us will agree that Mr. Kelly has taken a move in the right direction. The Christmas gift racket assumed alarming proportions some years ago. The Christmas gifts were charged to advertising. The best Christmas remembrance from a supplier to his customer is a warm, friendly, personal letter of thanks. Insincere Christmas gifts cannot substitute for good advertising, good products or good service.

LITTERLAWN ADVERTISING

*A well-directed poke by A. J. Cutting, Advertising Manager,
Altes Brewing Company, Detroit, Michigan*

I've just finished shoveling a ton of miscellaneous advertising junk off the front porch and I'm mad clean through. If I could catch up with the fellows who directed the barrage against my doorstep, I'd be happy to cram the stuff down their respective throats. I don't mean the young lads—or seedy looking oldsters—who do the distributing. After all, they just do it because they're getting paid. The boys I'd gladly fry in deep fat are the ones who actually bought and paid for the stuff and sit back rubbing their hands because they think it will produce business.

I think I understand the psychology behind such advertising, but I wonder whether the thinking is on the right track. The way I get it, users of this type of advertising feel that it provides an effective and economical way to present their advertising messages directly to a large prospective audience. They feel that such advertising has a good chance of actually reaching the attention of consumers because it goes directly to their homes—that people will pick the stuff up and read it because it is thrown on the steps or tied to the doorknob.

Secondly, they feel that their advertising is economical because they only pay actual production and distribution costs and nothing for service and circulation. I wonder if they are on the right track. I believe their thinking is all wrong but, after all, that's just one man's personal reaction. I have no facts or figures on accomplishments or sales success to back up my opinion.

Here's the way I look at it. A goodly part of this "porch slung" advertising blows away, around the yard or into the shrubbery. Then there's the

THE REPORTER

waste circulation—the large quantities that are dumped into ash cans and alleys by unscrupulous distributors, plus the pieces that are left at vacant houses and places where no one is at home. Lastly, and not of least importance, I believe that a great many other folks feel just as I do—they're pretty resentful toward advertisers who clutter up their premises with handbills, circulars and similar material. I think they get downright mad when they have to pick the stuff up off the grass, or the doormat, and I'll wager that feeling mounts to near frenzy when they try to remove the items from the door handle and get slapped on the fingers by hidden rubber bands. Probably a wholesome number of good citizens do just as I do—either they throw the advertising into the nearest waste receptacle without even glancing at it, or, if they do see the advertiser's name, they're more inclined toward twisting a knife in his heart than toward patronizing him.

Advertising men are great people—God Bless all of 'em. Good, bad or indifferent I'm one of the clan myself, and I love my brethren. But I'd wag an accusing finger at the fellows who sell advertisers on "litterlawn" mischief. To my way of thinking, it's not cricket—any more than snipe posting a fellow's side fence with a one-sheet announcing a burlesque show.

AN EXAMPLE OF BELIEVABILITY

Reporter Ralph T. Young, Bowey's, Inc., 330 West 42nd Street, New York, sent us an interesting example of a *believable* letter, with this comment:

You may be interested in the attached letter written by a boy in Windsor, Ontario.

If we professional direct mail men would put as much friendliness and sincerity in our letters, we would never have to worry about small returns.

Incidentally, we are sending the stamp collection to Donald Smith, with our compliments, even though he did not include the ten cents he saved up from his paper money.

Here is the letter:

Dear Sirs:

I saw your advertisements in the Comic Section of the Detroit News. I am 12 years of age and my best hobby is stamp collecting. I love this hobby very much.

I have saved up 10¢ from my paper route money, but on reading the coupon I see your offer is good for Continental U. S. If this means for Canada too, will you take our money? Gee, I hope you will say yes, as I am so eager to get these stamps, and catalogue.

I love milk too, and I would ask my Mum to buy Dari-Rich Milk if it was sold over here.

If you can help me, Sir, I should feel very tickled.

Excuse my pencil, as Mum won't let me use ink. I spilled some once.

Hope I will hear from you. Best wishes from Canada.

My Dad has gone to War.

Your friend, DONALD SMITH,

1619 Highland Avenue, Windsor, Ontario, Canada.

HOW TO BUILD A CHAMPIONSHIP FOOTBALL TEAM—BY DIRECT MAIL!

REPORTER O. R. TRIPP, Treasurer of the Ministers Life and Casualty Union, Minneapolis, sent us a clipping from the Minneapolis Sunday Tribune for November 24. It's a story by Kenneth D. Ruble, and contains a new kind of Direct Mail success story, which we reprint without further comment:

"In June Minnesota's season prospects as far as a national title is concerned were about as dark as the inside of a cistern.

"The squad was scattered throughout Minnesota, hard at work on jobs designed to keep their muscles strong and hard. At Marshall, Minn., Co-Captains Bill Johnson and Bob Bjorklund, together with halfback-quarterback Bobby Paffrath, were laboring on a state highway job.

"They started to talk things over. They agreed the boys on the team had 'plenty of stuff' if they could just whip up their belief in themselves and steam up a burning desire to win. So they bought some stationery, stamps and ink, and got busy.

"Letters began to criss-cross the state. Pretty soon the whole squad was taking part in a chain-letter marathon. Sonny Franck, Bruce Smith, Bob Sweiger . . . and all the rest began to keep the postman busy, telling each other 'we've got to start thinking right now about getting to work next fall and doing a job.'

"They all agreed that the big idea was to 'take 'em one at a time' when the season began. It was probably the biggest mail-order pep fest on record.

"And they all agreed with their co-captains that 'if we do that, we'll come riding home from Madison on a victory train November 23.'

"That's the story of how Minnesota's Gophers played postoffice—and wrote themselves into a championship."

PIONEER • MOSS

PHOTO - ENGRAVERS SINCE 1872

460 WEST 34TH STREET • NEW YORK

MEDALLION
3-0440-1-2-3



(This is on the House)
HOLD ON TO YOUR COPY

or
**HOW TO HAVE YOUR CAKE
AND LET OTHER PEOPLE
EAT IT**

Elsewhere in this issue we reported on the results of a questionnaire which was mailed recently to a cross-section of REPORTER subscribers.


If you are like the majority of our subscribers, according to these questionnaire returns, at least 1.3 other people read your copy. And the chances are 77 to 100 that you file or bind all of your copies of *The Reporter*.

Now if you intend to file or bind this (or any other) issue, and 1.3 other people have walked off with it, you are going to be annoyed . . . and rightly so. But there is an elegant solution to this problem:

Simply tell those other 1.3 people that *The Reporter* costs only \$3.00 a year (or, if they are economical people, quote them the two year price of \$5.00). Then tell them that by sending a check for one of these amounts to *The Reporter*, 17 East 42nd Street, New York, they can have copies of their own to bind, file, clip, or do with as they will.

*Which will you
have?*

NAMES . . . or **PEOPLE**



Names come to Life when you rent lists of individuals with *known* mail-buying habits.

We know the names list owners circularize to get their customers. And we know why some lists pull better than other lists that appear to be much the same.

Give us a word-picture of your "average" prospect. We'll let you know the lists where you'll find this man — and hundreds of others like him.

D-R SPECIAL LIST BUREAU
(Division of Dickie-Raymond, Inc.)

80 Broad Street Boston

NEWS APPEAL

If a product, or service, or appeal can be tied up with current news—so much the better for your offer. But a news appeal adds to the copywriter's headaches—he must be sure the item is still newsworthy by the time the copy leaves the printer's and gets in the mail, and he must be very careful to temper the news appeal with tact. As examples:

Ayerst, McKenna & Harrison, Biological and Pharmaceutical Chemists of Montreal, Canada, do a fine job with the blotters and folders they mail to physicians. Many of the folders feature a non-medical photo and popular appeal on the front cover. This appeal is nicely tied up with the product advertised.

One recent folder bore the title "An Ounce of Prevention," and showed a photo of the front of an airliner, being checked before a flight. A short paragraph inside told how the caution of the commercial airlines had resulted in a remarkable record of safety. Advertising Manager N. S. Horton figured that the airlines *would* get through twenty months without any fatalities. The job was on the press when an airliner crashed. So Mr. Horton rushed to the nearest airport, grabbed the next plane for Vermont and his printer. Fortunately, some press trouble had caused a temporary halt in the job and he was able to change his copy to make it appear as if the job had gone to press before the crash.

A letter from the Normandy Plaza Hotel, Miami Beach, Florida, dated October 30, started with this paragraph:

"We have the latest conscription news. Your number has been drawn and we are drafting you for this winter season at the Normandy Plaza Hotel."

There's a timely topic—but it may have been a boomerang. If the letter went only to elderly playboys or ageless glamor girls, it may have created amused interest. But if it went to any draft eligibles or their worried families it must have made a very bad impression.

On the other hand, Crystal Transparent Mfg. Co., Inc., 136 W. 21st Street, New York City, mailed a good looking letter on October 17th . . . the day after the draft registration. It was a Reply-O style letter with return card . . . and the letter stressed the preparedness idea in the first paragraph as follows:

"Raw materials . . . production . . . distribution . . . packaging. These are the armaments you invest in to prepare your product for the consumer market."

No scare copy — but a timely tie-up.

What made the mailing outstanding . . . was the clear cellophane sheet stitched to the top of the letterhead. An American Flag in full color was imprinted on the center of the sheet covering up just a part of the letter. It makes a fine impression . . . and there should be an adaptable idea there for other mailers.

Incidentally, the use of transparent material in Direct Mail folders seems to be growing. Harriet Raymond of the Celluloid Corporation, 180 Madison Avenue, New York, just sent us four new pieces, using the transparency as part of the picture for a before-and-after effect. Present samples are from DuPont and Republic Steel Corporation.

THEY DON'T READ DIRECT MAIL! IS THAT SO!

Oren Arbogust (advertising counselor) 30 North Michigan Avenue, Chicago, Illinois, was one of the men who received a letter from THE REPORTER asking for case histories to disprove the contention that only a very small fraction of any mailing list reads the Direct Mail sent to them. Oren Arbogust not only gave some case histories, but he supplied some observations of his own which should be of interest to all readers of THE REPORTER.

In contesting such a phrase "*they don't read Direct Mail*", I have a conviction that no other kind of advertising can come as close to attaining one hundred per cent (100%) attention as Direct Mail.

The successful use of Direct Mail depends upon an intelligent plan, upon good design, good copy, good list. Those things are obvious.

The Workman Calculating Service in Chicago, selling one of the most complicated and useful services in the west, sell it month after month, year after year, with letters. In seven years they grew from a "three man" concern to one of Chicago's sweetest, employing hundreds, serving only the greatest corporations in the west, and they exist on letters.

The North Pier Terminal of Chicago have used direct mail for probably three years to assist their salesmen in renting the storage, warehousing and manufacturing space in their huge building. They didn't use advertising previously. They have increased their sales of floor space from about a 70% occupancy to definitely over 90% occupancy.

The Straus Building in Chicago, office building, started operating with 54% occupancy because they used a persistent direct mail campaign for seven months before the building was completed.

Sawbill Lodge, today a famed fishing resort in the Superior National Forest, unknown five years ago, has practically a capacity guest list because each year they send out postcards, silly little postcards, every ten days starting in March and ending in August.

Our own organization sent two letters, ten days apart, to less than 800 newspapers, asking them to consider a service that might cost them from one hundred to five thousand dollars, and received . . . 187 replies.

These are just a few cases.

Every good piece of mail gets attention. Even when it passes over a mail clerk's desk, it still gets attention and will get routed to the man you address unless you make a bum out of it before ever you mail it out of your office.

Watch any modern executive open and read his mail. He is always excited, always eager, always hopeful, always expecting, wishing that the next letter will contain some information that will help him to conduct his job, his business, his life, a little better, a little surer, a little easier, a little more profitably.

"They don't read direct mail"? BUNK!

IDEA FILE. During the month a personalized letter from Mailings Incorporated, 25 W. 45th St., New York, asked if we would like to receive an Idea File. We sent back the reply card marked "Yes."

The File itself came by Western Union messenger. It's a heavy, accordion-sided file holder, with the name and address of Mailings Incorporated prominently displayed, and a personalized label stating that ours is No. 118 of a limited edition. A note attached said, "If you will maintain the 'Idea File' handy in your desk or cabinet, you will have a comprehensive source of direct mail information at the end of the year." One idea piece was in the file: others will follow at weekly intervals.

Good idea for merchandising ideas.

THE REPORTER

Where Else Can You Buy
LETTERHEADS Like this
for as low as \$10 a Thousand!



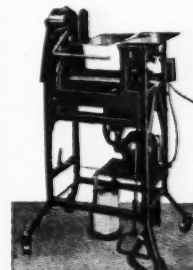
Send us a sample of your present letterhead and let us quote our MASS PRODUCTION price for QUALITY work on any quantity in which you buy. Our Letterhead Clinic will re-design your old letterhead, if you wish, and submit sketches absolutely free and without obligation, together with our quotation.

Universal Lithographing Co.
(A Subsidiary of Peerless Lithographing Co.)
Dept. 211

4311 DIVERSEY AVE., CHICAGO, ILL.

Tie Your Mail on the Bunn Package Tying Machine

- Ties 20 to 30 Packages per minute.
- Ties all sizes tightly—no adjustments.
- Equals four hand tie-ers.
- Meets Postal Regulations.
- Makes a single wrap long way, double wrap the short way, crossing twine underneath package.



Write
For Our
Free Trial
Offer

B. H. BUNN CO.
7607 VINCENNES AVENUE
CHICAGO, ILL.

Direct-Mail Address Costs Cut In Half!

Now you can afford (if you are a large mailer) to use an addressing machine instead of a typewriter on any mailing list addressed *more than once*. This is revolutionary, because heretofore names have had to be addressed at least four times before it was worthwhile to make address plates for them.

Send for circular, "Elliott Starts Addressing Revolution!" Learn how a 3-time addressing on a list of 100,000 names will pay for *both* the Address Cards and the Addressing Machine. And with this new Elliott system you will have no filing cabinets or trays to buy.

Elliott

Addressing Machine Company
127 Albany St. Cambridge, Mass.

As Required By Law

Statement of the Ownership, Management, Circulation, etc., required by the Acts of Congress of August 24, 1912, and March 3, 1933 of THE REPORTER of Direct Mail Advertising.

Published monthly at New York, N. Y., for October, 1940.

State of New York, County of New York, SS.:

Before me, a notary public in and for the State and County aforesaid, personally appeared Henry Hoke, who, having been duly sworn according to law, deposes and says that he is the owner of the magazine, THE REPORTER of Direct Mail Advertising and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the name and address of the publisher editor, managing editor, and business manager is Henry Hoke, 17 East 42nd Street, New York, N. Y.

2. That the owner is: Henry Hoke, 17 East 42nd Street, New York, N. Y.

3. That there are no bondholders, mortgagees or other security holders.

HENRY HOKÉ

Sworn to and described before me this 11th day of October, 1940.

Lawrence F. Dunn, Notary Public. Commission expires March 31, 1942.

FIND OUT WHAT YOUR CUSTOMER WANTS!

1941 will be a survey year for *The Reporter*. We will conduct twelve major nationwide surveys on fundamental Direct Mail problems, releasing the results of one survey each month.

Before undertaking this difficult but important job, *The Reporter* staff decided to survey the idea of the survey, in an effort to determine what topics and questions were most important. At the same time, we decided to survey *The Reporter* itself so we could give you customers exactly what you want.

Because the results of this "opinion poll" illustrate a good old Direct Mail moral (see at conclusion)—please read the following summary.

WHAT THE REPORTER FOUND OUT FROM A CROSS SECTION OF ITS READERS IN EVERY STATE

72.8%	like present format.	There are an average of 2.3 readers <i>per copy</i> .
27.2%	do not like present format. (We'll improve for the 27.2%)	(But this does not include Public library copies)
68.7%	want regular departments.	
31.3%	do not want regular departments. (We will have <i>some</i> departments)	77.2% file or bind <i>The Reporter</i> and keep indefinitely.
72.6%	want more illustrations.	18.3% clip items and file.
27.4%	do not. (O.K. . . . more illustrations)	4.5% give them away after reading. (Advertisers please note)
67.5%	read <i>Reporter</i> from cover to cover.	72.2% say their Direct Mail budgets for 1941 will be increased.
32.5%	read most interesting items. (How can you tell what is interesting without reading?)	27.8% will use same amount as in 1940. (Good news for printers)

Some of the answers given to the question,—“What is your biggest immediate Direct Mail problem?”

How to keep sample books working.
How to raise money by mail.
Writing letters that bring results.
Preventing production mistakes.
Getting results that will justify the expense.
Ideas (6 listed this as biggest problem.)
Following up inquiries.
8 said getting the right lists.
Live copy . . . better copy.
Improving final appearance of mail upon delivery.
Determining how many sample requests are wanted.
Better information on magnitude of Direct Mail.
Selling value of Direct Mail to management.
Better Copy.
Good follow-up system.
Best way to use trade journal reprints as economical Direct Mail pieces.
Collections.
Analyzing results.

(Ed. Note: You will get all of these items (and more) covered during 1941 . . . especially in the surveys.)

Some of the suggestions, kicks, etc. —

* * *

Would like to see more collection by mail helps.

Use larger type — make it easier to read.

More successful letters and ideas.

“As long as you continue to be independent in your editorial policies, I'll try to scrape up the money for a subscription—whether I agree with you or not.”

Experiences of Direct Mail users.
 Round out your reporting of goings on in a wider variety of commercial enterprises.
 Other fellows' copy and experiences.
 More meat, less gossip.
 Fewer letters telling how wonderful *The Reporter* is.
 Less of "your reporter"—more honest-to-God reporting.
 Fewer orchids—more facts.
 More mail order letters—mailings that get immediate business.
 More research reports and surveys on consumer habits and various forms.
 Methods of getting mailing lists.
 "Stick to your last."

Don't forget the "little fellows" who watch every penny and cannot afford a flop.
 Keep it newsy and informative.
 More writing by contributing editors for variety.
 Better format, layout and set your copy in larger type.
 Less of Germany and more brass tack stuff on Direct Mail.
 More specific "case histories" of campaigns, with figures on costs and returns.
 A department on both internal and external house organs as selling media.
 "I liked the original form of *Reporter* when outstanding items were marginal notes."
 Use format so can read through once and be done with it. Too much of everything
 to read these days to be taking time to read anybody's publication twice.
 Interested primarily in hearing of successful campaigns to judge own shortcomings.
 You cater to Million Dollar organizations too much—not enough to \$100,000 group.
 "I like it as is." More case histories.

I get awfully sick of your constant harping on the 5th column.
 Your magazine is too meaty, too solid, too hard to get through. Make it easy to
 digest like a 6 course, well balanced meal.

Ideas—ideas—ideas—that's what everybody is looking for.
 Skip the hot-air hokus-pokus. More retail material.
 I like the magazine . . . but not all of it. Keep up your anti-Nazi campaign.
 Improve your type and set-up. It is atrocious! Ask any good typographer.
 Edit the copy more if necessary and cut out the small type.
 Publish twice as many issues per year.
 Put those Nazi so-and-so's behind the bars.

I don't enthuse about the format the arrangement impresses me as choppy.
 We need more analysis of why things work in the mail.
 Spice it up with a few by-line articles. One man can't get enough change of pace.
 Case histories, informative articles, marketing trends.
 Some stories on prize collection schemes.
 More samples of Direct Mail used by industrial concerns for leads or sales.
 Quit looking under the bed for Nazis, Red, etc.
 Include results of more mailings and results of experiments.
 More ideas for average retailer in "Main Street" class.
 Actual experiences, successes, flops, etc.

(Ed. Note: For all of these suggestions and kicks we give our thanks.
 During 1941 we will give all of you a chance to help answer the questions
 you want answered.)

The moral of all this is . . . that everyone should welcome criticisms and
 suggestions. Everyone in business . . . at regular intervals should reach out
 into the minds of customers and prospects . . . to find out what the *buyer*
 wants in product or service. So in 1941—why not resort to the questionnaire
 technique in your own work? Poll your customers, prospects, dealers, em-
 ployees, stockholders or just friends . . . by mail. Ask them direct and pertinent
 questions. Everyone likes to be asked for advice or opinions. You may
 uncover hidden "resistances" to your sales appeal which can be corrected.
 You may develop new ideas which will make your advertising more effective.

Join *The Reporter* in making 1941 a survey year. Use questionnaires
 to your market to improve your own selling technique. We'll survey the
 Direct Mail field for you to get a cross section of opinions, facts and formu-
 las to help make all Direct Mail better. We may ride roughshod over a
 few "sacred cows" but if we can separate facts from fallacies . . . the effort
 will be worthwhile.

THE REPORTER



It's in the air...everywhere!

Yes, Tempo Film is the chief topic in stencil circles today. Never before has a stencil solved these four major problems: type-filling, type-cleaning, cut-outs and roller swelling. In these achievements, Tempo Film has no equal in quality, nor in economy. It's worth trying. Our Trial Order Plan does not obligate you but it does open the way to a new high in stencil service.

Or, if advance details are desired, attach this advertisement to your letterhead and mail TODAY.

MILOHARDINGCO.
 439 W. Pico Blvd., Los Angeles, Cal., 515 Commonwealth Annex, Pittsburgh



AMMUNITION

★ FOR ★

**War In
The Mails!**



PATRIOTIC LABELS

Red or Blue Ink on White
Gummed Stock in Rolls.

5000 THIS SIZE \$3.00

Any copy...any arrangement

Your Name
and Address Here

★ ★ ★ ★ ★
FLAG COLORS!

PRINTED IN RED AND BLUE INK
ON WHITE GUMMED STOCK.

5000 THIS SIZE \$3.75

ANY COPY...ANY ARRANGEMENT
IN ROLLS...PERFORATED

★ **USE THESE LABELS** ★
on your letters, envelopes, packages,
mailing pieces.

**EVER READY
LABEL
CORPORATION**

142 EAST 26th STREET NEW YORK, N. Y.

(Yes . . . This Is Our Ad.)

CARBON COPY FOLLOW-UPS

On November 15 we wrote to all people who had inquired about *The Reporter Study Course in Direct Mail Advertising*. It was a short letter, quoting a complimentary review given the Course by Printers' Ink Weekly. Letter was produced on the automatic typewriter and carbon copies were made. With the original letter went a circular describing this one and only comprehensive guide to all phases of Direct Mail, and a reply envelope.

The original letter pulled 2.5% orders. Since the Course sells for \$30.00, the 2.5% in this case was a very welcome response.

About ten days after the original letter, the carbon copies were mailed to all who had not responded to the first letter. These carbon copies brought 50% more orders than the original.

The carbon copy follow-up isn't a new idea . . . but it's one that, properly handled, will get results.

Of course, the subject of the letter may have had something to do with its success. And while we're at it . . . if you are one of those people who have been intending to buy that 5½ pound answer to your Direct Mail questions—better send your order and check for \$30.00 to *The Reporter*, 17 East 42nd Street, New York, and get yours.



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... for Advertisers' and Publishers' most exacting demands — Hand-type, Monotype, Linotype. ... Tons of type of every description for Electrotyping, Engraving. Reproduction proofs for Offset or Gravure Processes. A complete reprint division for quick service.

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330 WEST 42d ST., NEW YORK

ALSO FOREIGN-LANGUAGE TYPESETTING

HOW TO HANDLE LIST CHANGES

The writer has been receiving *The Reporter* for some time and enjoys it very much. Many helpful suggestions for planning direct-mail pieces have been obtained from its pages.

We endeavor to keep our mailing lists up to date and conduct revisions of them about every two years. One of our lists is composed of public accountants and accounting instructors, while the other includes executives and bookkeepers in business organizations of all types.

We should like to have any suggestions you care to make regarding efficient ways of revising mailing lists other than by buying new lists. Since our lists are used for circulating two house organs with advertising enclosures, we have followed the plan of enclosing stenciled return post cards but responses come back so slowly that it usually takes six months to complete a revision. This does not seem to be due to lack of interest in our house organs because there are always so many complaints from those whose names are removed.

We hope you can give us a suggestion or two that will develop a more efficient method of revising our lists.

J. B. MENDENHALL, Editor-Publications
Charles R. Hadley Company
Los Angeles, California

Reporter's note: Cards are O.K. but slow. Experience seems to show that best method to get changes or additions is to make separate mailing. And for list changes—gadget or trick mailings seem to pull best. *REPORTER* has run several items on subject—particularly on page 17, in September 1938 issue and on page 9 of July 1939 issue. It is an important subject. Let us have a forum on it. Readers are urged to send us best methods of list corrections. We will coordinate and print in early issue.

SPANISH PRISONER FRAUD

In a recent issue of *The Reporter* we mentioned the revival of the old "Spanish Prisoner Fraud." Several readers of *The Reporter* have since sent us samples received by them. It might be interesting for all of you to read the exact wording of the present scheme. The following letter was sent from Mexico City on Sept. 15th to Mr. J. R. Schmertz (of The Mathieson Alkali Works, Inc., 60 East 42nd Street, New York City) who thought we ought to know about it.

A person who knows you and who has spoken very highly about you has made me trust you a very delicate matter on which depends the entire future of my dear daughter as well as my very existence.

I am in prison, sentenced for bankruptcy, and I wish to know if you are willing to help me save the sum of \$285,000.00 U.S. Cy. which I have in bank bills hidden in a secret compartment of a trunk that is now deposited in a customhouse in the United States.

As soon as I send you some undeniable evidence, it is necessary for you to come here and pay the expenses incurred in connection with my process so the embargo on my suitcases can be lifted. One of these suitcases contains a baggage check that was given to me at the time of checking my trunk for North America; this trunk contains the sum above mentioned.

To compensate all your troubles I will give you the THIRD PART OF THE SAID SUM.

Fearing that this letter may not come to your hands, I will not sign my name

until I hear from you and then I will entrust you with my whole secret. For the time being, I am only signing "A."

Due to serious reasons of which you will know later, please reply via AIR-MAIL or WIRE. I beg you to treat this matter with the most absolute reserve and discretion.

Due to the fact that I am in charge of the prison school, I can write you like this and entirely at liberty.

I cannot receive your reply directly in this prison, so in case you accept my proposition, please air-mail your letter to a person of my entire trust who will deliver it to me safely and rapidly. This is his name and address:

Antonio Rios
Cipres 273
Mexico City

"A"

Reporter's Note: We don't know how many people fall for this sort of racket . . . but a few must, since the letters continue to be mailed. In order to save time, we suggest that all *Reporter* readers receiving such letters forward them directly to their local post office inspector who will forward them to the central clearing house. Help the post office to stamp out all fraudulent use of the mail.

DIE-CUT REALISM TO SELL FISH

Reporter Sam Orton of Linton Brothers & Company called our attention to an interesting mailing piece, die-cut in the shape of a fish, printed in red on a green Bristol stock. Measuring 9 inches from head to up-turned tail, there is a top fold along the dorsal (?) fin and tail. "Sec. 562, P.L. & R." is printed on the tail, and the rest of the front is blank for the address. Inside and back have printed price lists of fresh fish handled by Oxenberg Bros., Bell Street Terminal, Seattle, Washington. He also sent along the same sized fish, printed on a yellow gummed stock, blank except for the company name and address on the tail.

These pieces were so intriguing, we wrote to Burt Ross of Oxenberg Bros. and asked him for a report on the fish mailings. Here it is:

The birth of the idea was for the want of something different in the use of a direct mailing piece in the wholesale fish business.

We intend to use this mailing piece about once every 30-40 days, filling in between times with other types of direct mailing. Our mailing list comprises about 1600. To date we have sent three mailings. The results have averaged 5 new customers per mailing along with some of our old friends who have slipped away and have come back with an order. In some cases with a weekly standing order. I would consider this a fair return because competition is very keen in our line of business.

The small market trade which this circular goes to is very price-minded. For one reason because there are 11 wholesalers in the business here in Seattle and those small markets are bombarded more or less every week by several in the business. Also I think the results are fair because Oxenberg Bros. is new in this game of direct mail business.

Although they have been on the Coast 15 years and more than 35 years in New York, their business has been mostly confined to processing salmon until about 2 years ago when this branch became more diversified.

THE REPORTER

Make 1941 an Outstanding MAIL SALES YEAR for YOU!

More promising Mail Conditions ahead!

Thousands of NEW REPEAT MAIL CUSTOMERS await you by focussing on tested outside lists of SELECTIVE MAIL BUYERS, Inquirers, Prospects. MOSELY LIST COUNSEL, based on years of list scheduling experience, costs you nothing yet can save and MAKE YOU MONEY!

Write Dept. R-12 TODAY!

MOSELY SELECTIVE LIST SERVICE

Mail Order  Headquarters
230 CONGRESS STREET
BOSTON

"Mosely has the Lists"

DURING 1941 . . . USE 1941 LISTS!

The rapid expansion in business and industry today makes yesterday's lists obsolete. Be sure to use accurate lists for your 1941 promotion . . . be sure to use McGraw-Hill lists covering the important men in business and industry.



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DIRECT MAIL LIST SERVICE

Hundreds of the leading mailers—industrial and mail order—use McGraw-Hill Lists to insure maximum results from their direct mail promotion.

★
Write for Details Today!

★
DIRECT MAIL DIVISION

McGraw-Hill Publishing Co., Inc.
330 West 42nd St., New York, N. Y.

Professional Mailing Lists

Do you circularize Physicians, Dentists, Druggists, Osteopaths, etc.? We have complete mailing lists covering these groups and allied Professions. Our lists are on stencils—the service of addressing your envelopes can be bought for as little as \$2.00 per thousand.

- 100% Accuracy Guarantee
- 72-Hour Service
- Clean Address Imprints

Fisher-Stevens Service, Inc.
183 Varick St. New York, N. Y.

House Organs

If you sell a repeat product or service, write for information

William Feather
540 Caxton Bldg. Cleveland, O.

LETTER GADGETS

You will be astounded by the far greater pull from your letters when you use a good gadget. Many of the best experts are using them, and Letter Houses who are recommending them are increasing their business beyond their wildest hopes. Good gadgets can be secured for less than 1c each and pay for themselves many times over by keeping those letters out of the wastebasket. Write for circular illustrating 115 different gadgets.

A. MITCHELL

326 No. Michigan Ave., Chicago, Ill.

MILD WINTER
week-end vacations
a great value

Room, Bath & Meals
\$10 '12 '14
PER PERSON
Two in a room
FRIDAY TO SUNDAY

VACATION PACKAGE
MARVELOUS FOOD
Comfortable Rooms
Seawater Baths
Sun Decks
VITA GLASS SOLARIUM

WRITE FOR RESERVATIONS
F. Ernest Todd, Res. Mgr.

THE SENATOR
ATLANTIC CITY

CLASSIFIED ADS

Rates, 50c a line—minimum space, 3 lines.
Help and Situation Wanted Ads—25c per line—minimum space 4 lines.

ADVERTISING AGENCIES

Your agents, mail order advertisement inserted all newspapers, magazines at publishers' rates. Martin Advertising Agency, 171P Madison Avenue, New York.

WOMEN RESPOND TO CERTAIN APPEALS. Don't Guess . . . Use advertising designed to bring returns. Use BOWSER SERVICE CORPORATION, 51 Madison Avenue, New York, N. Y.

EQUIPMENT

SAVE HALF on Mimeographs, Multigraphs, Typewriters. Write for list of other bargains. Pruitt, 69 Pruitt Bldg., Chicago.

MULTIGRAPHS, MIMEOGRAPHS, Folding Machines and Attachments — Sold, Bought, Traded-in, Repaired and Rebuilt. Write us your requirements. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

MAILING LISTS

PRODUCTIVE MAILING LISTS — WOMEN, Married or Single; Wealthy, Society, Mothers, Widows, Professional or Business Women. MEN, Railroad officials, Oil Executives, Manufacturers, any Business or Profession; ORGANIZATIONS—Church Societies, Women's Clubs, Garden Clubs, Fraternities; SUBURBANITES, owners of fine homes; INSTITUTIONS, Churches, Schools; also DENOMINATIONAL LISTS — Catholic, Protestant, Jewish Names. Nation wide or State wide Lists. Prompt Service. Moderately Priced. 98% Accuracy Guarantee. ASSOCIATED PUBLICITY, 917 Pine Grove Ave., Port Huron, Mich.

MAILING LISTS and PROSPECT LISTS. Write for catalog of 6500 classifications. TRADE CIRCULAR ADVERTISING COMPANY, 25 S. Market Street, Chicago, Ill. FRA 1182.

MISCELLANEOUS

S-T-R-E-T-C-H

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With Laurel's Improved Offset It Goes a Long Way Toward Producing Attractive Booklets, Folders, Mailing Pieces.
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Add 1 Hundreds 22¢
All Sizes. Quantity Runs Lower
Request FREE DESCRIPTIVE MANUAL.
Laurel Process, 480 Canal St., N. Y. C.

MULTIGRAPHING SUPPLIES

RIBBONS, INKS AND SUPPLIES for the Multigraph, Dupligrph and Addressograph Machines. We specialize in the Re-Manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

SALES HELPS

STAMP-SIZE PHOTOPRINTS, gummed, perforated. Reproduced from any photo. Excellent advertising. Samples. Ward-woode, TR-1, Wallingford, Conn.

CARTOONS AND ILLUSTRATIONS—Samples of finished work sent upon request. Charles Skiles, 126 Cedar St., Daytona Beach, Fla.

SALES LETTERS

IF IT'S WORTH HAVING, my letters will sell it. Fee, \$5 for a single letter. Series of three, \$10. Money-back basis. Jed Scarboro, Maplewood, N. J.


A single mistake in a good sales letter can destroy its effectiveness just as a little bag of pepper can ruin a carload of bananas. It pays to have an expert write your sales letters. Lester Meyers, 112 East 17th St., New York. GRamercy 3-1833.

SITUATION WANTED

CAN YOU USE a Really good Direct Mail Writer? Box 112, The Reporter, 17 East 42nd St., N. Y. C.

ARTIST. Topnotch creative man seeks space with firm having volume of work. Also free lance connections. Box 111, Reporter, 17 E. 42nd St., N. Y. C.

THE JOHN B. WIGGINS CO.
ENGRAVED CARDS OF DISTINCTION



1160 FULLERTON AVENUE, CHICAGO

PROTECT YOURSELF

If you have trouble keeping your copy of THE REPORTER . . . why not get the fellow who swipes it from you to enter a subscription for himself? Or give him one.

...

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17 East 42nd Street, New York, N. Y.

Please enter a subscription to THE REPORTER for one year. Attached find check for \$3.00.

Name

Firm

Address

City..... State.....

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and

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Always Give A



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MERCURY-GRAPH Rollers
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